

Editor & Publisher

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THE BEST OF GANNETT THE BEST EVER

In 1979, Gannett newspeople achieved higher standards of excellence, professionalism and service to their communities than ever before.

Annual Best of Gannett awards went to staff members of 18 newspapers, both large and small from all over the country, and to the Gannett News Service and three television stations.

During the year, over 2,800 entries were submitted in the monthly competition for the best news coverage and public service. Each month, about 10 percent of the entries received citations for excellence. Those qualified for national consideration in the year-end Best of Gannett competition, judged by an outside panel of non-Gannett experts.

Winners came from all over, but staffers at the Fort Myers News-Press in Florida were especially honored. They received awards in eight of the 13 news categories, making the paper Best of Gannett overall for performance.

The El Paso Times won an outstanding achievement award for its series on mail-order frauds. The Gannett News Service was honored for its continuing series of reports on the scope of the power of federal judges and how they use, and misuse, that power.

The Gannett newspapers in Monroe, La., received first place honors for public service for their series on slum housing.

Our Reno newspapers won public service honors for nine separate projects, including a series on skyrocketing housing costs and the higher cost in human lives from cancer after atmospheric nuclear testing.

Other winners came from Marion, Ind.; Coffeyville, Kans.; Salem, Ore.; Binghamton, N.Y.; and Phoenix, Ariz. —all over the map.

The Best of Gannett competition is the result of a continuing effort every day of every year to encourage every free and independent Gannett newspaper, television and radio station constantly to seek better ways to serve their readers, viewers and listeners.

We at Gannett are proud of the professional excellence and dedication to community service of all our newspapers, radio and television stations. And proud that in 1979 the Best of Gannett was the best ever.

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RACK 3

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by **JUDD**

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BY TRICKY RICKY KANE

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1. Jog, Attila (1)

2. Two felt-tip pens (1)

3. Bette Midler is aware (1)

4. Nosy Sales (2)

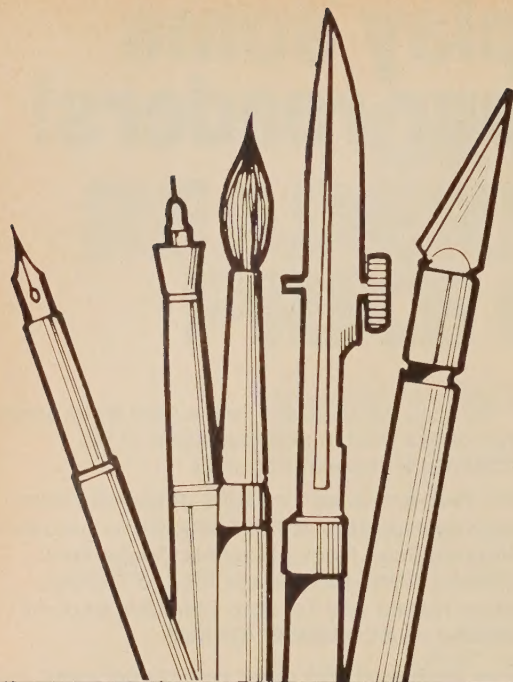
5. A thread between Afghanistan and Pakistan (2)

6. Fancier laundry machine (2)

7. They would die for Wonder Woman (2)

Thanks and \$10 to Theodore M. Henry of Simsbury, CT for #2. Send your entry to this newspaper.

ANSWERS:
 1. RUN HUN 2. FLAIR PAIR 3. ROSE KNOWS 4. SNOOPY SOUPY
 5. KHYBER FIBER 6. POSHER WASHER 7. CARTERS MARTYRS



Announcing the 1979 Editor & Publisher NEWSPAPER PROMOTION AWARDS COMPETITION

For the 45th year, Editor & Publisher, in cooperation with the International Newspaper Promotion Association is presenting awards for the best newspaper promotion, research, public relations and related activities. The awards will be presented in 13 classifications and five circulation groups. The deadline for entries is March 28, 1980, with judging held in New York.

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FEBRUARY

- 4-8—ANPA/RI Direct Screen Color Separation Seminar, ANPA Research Institute, Easton, Pa.
- 10-12—Southern Newspaper Publishers Association production conference, Orlando Hyatt House, Kissimmee, Fla.
- 11-15—ANPA Management Development Workshop, Water Tower Hyatt House, Chicago, Ill.
- 13-15—Ohio Newspaper Association, Sheraton-Columbus Hotel, Columbus, Ohio.
- 14-15—Inland Cost Clinic, Hyatt Regency O'Hare, Chicago.
- 14-17—Annual California Newspaper Publishers Association Convention, Hotel del Coronado, Coronado, Calif.
- 17-20—Newspaper Advertising Co-operative Network seminar, Sheraton Sand Key Hotel, Clearwater Beach, Fla.
- 20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.
- 22-24—Mississippi Valley Classified Managers and National Telephone Supervisors, Hyatt Regency Hotel, Chicago.
- 25-26—New England Newspaper Advertising Executives Association, Copley Plaza Hotel, Boston, Mass.
- 25-29—ANPA/RI Basic Offset Press and Plate Seminar, ANPA Research Institute, Easton, Pa.
- 25-29—ANPA Key Executive Seminar, Royal Orleans Hotel, New Orleans, La.
- 28-March 2—Maryland-Delaware-DC Press Association, Ramada Inn, Baltimore, Md.

MARCH

- 2-4—Texas Daily Newspaper Association, la Posada Hotel, Laredo, Texas.
- 2-5—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.
- 6-9—New York Press Association, mid-winter convention, Americana Inn, Albany, N.Y.
- 9-11—New York State Publishers Association, Rye Town Hilton Inn, Rye, N.Y.
- 10-14—ANPA/RI Management Introduction to New Technology, ANPA Research Institute, Easton, Pa.
- 13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.
- 13-15—Society of Professional Journalists, Sigma Delta Chi Region 9 Conference, El Paso, Tex.
- 14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.
- 16-18—First Amendment Congress, Williamsburg, Va.
- 16-19—ANPA Conference for Young Newspaper Men and Women, Don CeSar Beach Resort Hotel, St. Petersburg, Fla.
- 16-19—ANPA Labor Negotiators Seminar, Houstonian Inn, Houston, Tex.
- 18-21—Inter American Press Association, board of directors, Hotel Cariari, San Jose, Costa Rica.
- 19-22—National Newspaper Association, government affairs conference, and Suburban Newspaper Newspapers of America Editorial Conference, Hyatt Regency, Washington, D.C.
- 23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.
- 23-26—ANPA/INPA Strategic Planning Seminar, Houstonian Inn, Houston, Tex.
- 26-28—American-East Newspaper Production Conference, Hershey Convention Center, Hershey, Pa.
- 24-28—ANPA/RI Camera Techniques Seminar, ANPA Research Institute, Easton, Pa.
- 25-28—ANPA Foundation Conference for Newspaper in Education Program Development, Sir Francis Drake, San Francisco, Calif.
- 30-Apr. 5—ANPA/INPA Newspaper Executives Marketing Seminar, Scottsdale Conference Center, Scottsdale, Ariz.

APRIL

- 7-10—American Society of Newspaper Editors, Washington Hilton.
- 10-12—New Jersey Publisher Association Advertising Conference, Tamiment, Pa.
- 16-17—Canadian Daily Newspaper Publishers Association, Royal York Hotel, Toronto.

Vol. 113, No. 5, February 2, 1980, Editor & Publisher, The Fourth Estate (ISSN: 0013-094X) is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and Registered and contents copyrighted © 1979 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$25.00 in United States and possessions, and in Canada. All other \$40.00. Postmaster: if undelivered, please send form 3579 to Editor & Publisher Co., 575 Lexington Ave., New York, N.Y. 10022.

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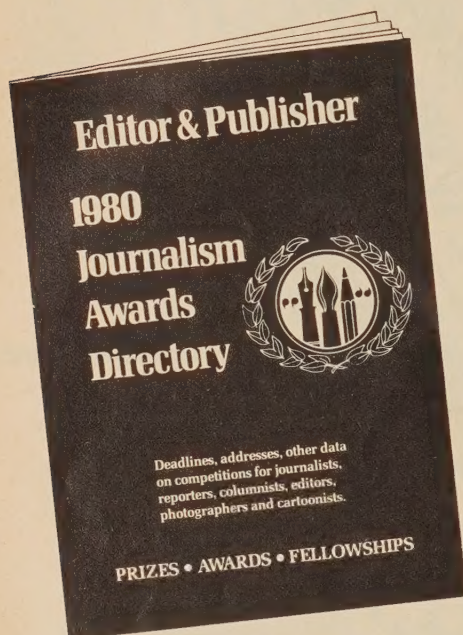
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Photo credits



James B. Currie

IT'S OFF TO THE WINTER OLYMPICS IN LAKE PLACID—or \$1,500 in cash—for Charles H. Rogers, a Saginaw (Mich.) News reader, and James B. Currie, a Trenton (N.J.) Times reader.

Their sports photographs entered in the 1979 Kodak International Newspaper Snapshot Awards won Special Sports Awards, a one-time only competition category this year rewarding photographers with opportunity to capture sports drama in a larger arena than their home towns. Each wins a 5-day holiday for two in Lake Placid or the cash award.

Rogers, who is with the City of Saginaw's park equipment maintenance department, entered the action shot of his grandson's soccer team through the News' snapshot competition. The original is in color. Judges declared the overall impact and action—and the marvelous color—all made for a "top-notch" sports picture.

Currie, a Central New Jersey Camera Club member, was watching teen-age boys shoot baskets in Mercer County Park. He exposed for the sky and shot at the decisive moment. Judges, in picking the photo, said that it had special quality—"like basketball on another planet. It has the drama a good sports picture should have."



Charles H. Rogers

EDITOR & PUBLISHER for February 2, 1980

HOW TO SAVE YOUR LIFE AND THE ONE NEXT TO YOU

OVERCOMING YOUR PSYCHOLOGICAL RESISTANCE TO SEAT BELTS MAY BE THE KEY.

The facts are startling. Experts estimate that about half of all automobile occupant fatalities last year might have been avoided if the people had been wearing seat belts. That's because injuries occur when the car stops abruptly and the occupants are thrown against the car's interior. Belts prevent this.

Many people say they know the facts, but they still don't wear belts. Their reasons range all over the lot: seat belts are troublesome to put on, they are uncomfortable, or they wrinkle your clothes. Some people even think getting hurt or killed in a car accident is a question of fate; and therefore, seat belts don't matter.

If you're one of those people who don't use belts for one reason or another, please think carefully about your motivations. Are your objections to seat belts based on the facts or on rationalizations?

Here are a few of the common rationalizations. Many people say they are afraid of being trapped in a car by a seat belt. In fact, in the vast majority of cases,

seat belts protect passengers from severe injuries, allowing them to escape more quickly. Another popular rationalization: you'll be saved by being thrown clear of the car. Here again, research has proved that to be untrue—you are almost always safer inside the car.

Some people use seat belts for highway driving, but rationalize it's not worth the trouble to buckle up for short trips. The numbers tell a different story: 80% of all automobile accidents causing injury or death involve cars traveling under 40 miles per hour. And three quarters of all collisions happen less than 25 miles from the driver's home.

When you're the driver, you have the psychological authority to convince all of the passengers that they should wear seat belts. It has been shown that in a car, the driver is considered to be an authority figure. A simple reminder from you may help save someone's life. And please remember children can be severely injured in automobile accidents, too. Make sure Child Restraint Systems are used for children who aren't old enough to use regular seat belts.

Because so many people still don't use their seat belts,

the government has directed that some form of passive restraint—one that doesn't require any action by the occupant—be built into every car by the 1984 model year. GM is offering one such restraint—a new type of automatic belt—as an option on the 1980 Chevette to gain insight into its public acceptance.

By the 1982 model year, we must begin putting passive restraints in all full-size cars and, eventually, into the entire fleet. But until you purchase one of these cars of the future, you can protect yourself and others by using seat belts and urging your family and friends to follow your example.

At GM, we're very concerned about safety. So please fasten your seat belt, because even the best driver in the world can't predict what another driver will do.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

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Escape of Americans

It was inevitable that the escape of six U.S. diplomats from Tehran, with the help of the Canadian Ambassador who had hidden them for many weeks, would be reported. There were just too many people who knew about it for the secret to be kept much longer.

As it was, at least five U.S. organizations knew the Americans were hiding in the Canadian embassy and at the request of government authorities declined not to publish the information.

Unfortunately, their escape and the publicity about it has jeopardized the future of the 50 hostages in the U.S. embassy in Teheran.

As desirable as it would have been to keep the lid on that story until the 50 hostages were home safely, and even if all U.S. media had decided to do that, it was too much to expect that all other media around the world would have cooperated. As desirable as that sort of regimentation might appear in this instance, it is the lack of such regimentation that gives a free press its strength.

Guilty of trespassing?

The conviction of nine reporters for trespassing at the construction site of a nuclear power plant in Oklahoma last June indicates an anti-press bias on the part of the district court judge who heard the case without a jury.

What else can one conclude when the same judge dismissed the same charges against 300 anti-nuclear demonstrators who had invaded the power company's property? The reporters merely had accompanied the demonstrators rather than view the proceedings from an area "assigned" to them a half-mile from the construction site.

Any one of the demonstrators could have exercised (perhaps some of them did) their First Amendment right to report the event for publication or broadcast. Could the judge have forbade any one of them the right to do so? No!

Then with what justification can he punish anyone else for doing so just because he or she wore the label "reporter?"

State regulation

The order from the State of Connecticut to the Times Mirror Company to divest itself either of the *Hartford Courant* or of two cable television operations in that area contains a threat to every newspaper in the country with an interest in cable in the city of publication.

If every state government assumes the prerogative of regulating media ownership within its borders, superimposing its authority on that of FCC and the Department of Justice which presently claim jurisdiction, a dangerous step will have been taken towards control of the press. If ownership is regulated, why not content?

The Oldest Publishers and Advertisers Newspaper in America

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Washington: 1295 National Press Building. Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

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Letters

PRESS CONTROL

The edition dated January 19 contained an article by George Gallup Jr. pertaining to a survey regarding current controls on the press. The head stated "Americans favor tougher controls on the press." I challenge this conclusion based on the facts presented in the body of the story.

Unless there is a new way of adding of which I am unaware, 17% say "too strict", another 32% say "about right", this adds up to 49% which indicates this group is not in favor of tougher controls.

37% say present curbs on the press are "not strict enough." The 14% who did not express an opinion are like the people who do not vote at an election and therefore have no effect on the outcome.

Americans still believe present controls are sufficient.

ALFRED E. PEMRICK

(Pemrick is general manager, Keene (N.H.) *Sentinel*.)

MEANINGLESS

Newspapers, radio and television all use, over and over, the cliché, "Sources said."

Of course, no doubt about it, all news is derived from "sources." So far as I know, only the *New York Times* has banned the meaningless phrase.

Even "informed sources" doesn't mean anything, because a source has to be "informed" or what the source says wouldn't be worth quoting.

"White House sources" or "Sources close to President Carter" or "Kremlin insiders"—these would be all right, but not plain old overworked un-adjectived "sources."

Even an old-fashioned phrase like "it was learned" or "this reporter found" would be an improvement.

WILLIAM M. FREEMAN

(Freeman retired in 1976 from the news staff of the *New York Times*, lives now on a private mountainside in Cambridge, N.Y.)

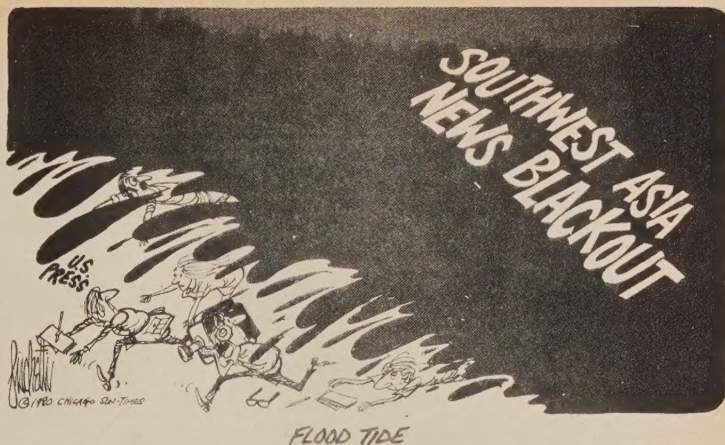
Corrections

The headline in E&P for January 26 erroneously stated that 7 women had been named to chairs of achievement by New York Chapter of Women in Communications. The correct number is 6.

* * *

Ray Willis, a 12-year veteran of the *Los Angeles Herald Examiner*, was appointed production director of that paper. The January 19 issue of E&P incorrectly reported that Willis was named production director of the *Sacramento Union*. The production director of the *Union* is Michael R. Smith, who has held that position for several years.

EDITOR & PUBLISHER for February 2, 1980



Cartoon by John Fischetti; *Chicago Sun-Times*

FOR THE RECORD

I want to set the record straight regarding Ernest Perez's January 12 article on electronic approaches to newspaper library automation, particularly concerning the Info-Ky® System.

First, the headline promises an overview of different approaches and I feel Mr. Perez only presented one approach, even though he mentioned several systems. Specifically, the full text storage and retrieval systems to which he refers are all digitized full text retrieval via a VDT, as opposed to full text display of the original article, including graphics and typography, via microfiche.

Second, his first reference to the Info-Ky System, after describing only digitized full text systems, leads one to believe that Info-Ky is such a system; and it is not. Info-Ky displays the full text of the original article via a computer-actuated microfiche reader-printer.

Third, Mr. Perez never mentions that Info-Ky was developed at the *Courier-Journal* and *Louisville Times* by Dissly Research Corporation, a subsidiary of the newspapers, and that it has just begun its fifth consecutive year of successful operation there. Nor did he mention that Info-Ky is within weeks of being fully operational in its fourth newspaper library.

I don't mean to rain on anyone's parade, but I believe it is important to correct misunderstandings about newspaper library automation, particularly when they appear in E&P. As you know, E&P is one of the most widely read documents in the industry and its readers are the very people who need all the facts.

MARIE A. WISNER

(Wisner is a sales representative for Dissly Research Corp.)

THROW AWAY LINE

It is hard to believe that a reputable publication like EDITOR & PUBLISHER would report an interview with NBC News correspondent George Lewis in such an irresponsible way (E&P, January 26).

Lewis's remark about Ayatollah Khomeini was a throw away line meant as a joke and was taken that way by all the reporters present except your reporter, Bill Gloede. No one—except Gloede—took Lewis even half seriously.

To make these remarks the lead of an interview is the kind of sensational journalism that is not associated with EDITOR & PUBLISHER.

GEORGE F. HOOVER

(Hoover is vicepresident, press and publicity, NBC.)

EDITOR'S COMMENT

Albert E. Fitzpatrick
Executive Editor
Akron Beacon Journal
Akron, Ohio

"We find the New York Times News Service beneficial because it gives an added dimension to our coverage of both national and international news. Also, it gives us an in-depth look at some of the key issues as they develop and emerge across the country"...

The New York Times
NEWS SERVICE



Look where a lot of our 1979

These newspapers all placed orders for Goss presses in 1979. When you realize that they represent just a sample of 1979 Goss press orders from this Asia/Pacific area — Japan (Kon-nichi Shimbun, Akatsuki Insatsu Co., Yamagata Shimbun, Shimotsuke Shimbun, Asahi Shimbun, Kobe Shimbun, Tookai Shimpō, and Chunichi Shimbun), Taiwan, Hong Kong, Sri Lanka, Thailand, Malaysia, Indonesia and Australia — you might conclude that we have little competition. Not so. On an international scale, our competition is the world.

On other scales, however — press features, system flexibility, quality, service, speed — you could say we

have no competition. That must be why we have an overwhelming market share in this area. And why 32 Asia/Pacific-area newspapers, in 1979 alone, ordered a total of 125 units of Goss presses.

The 75,000 pph Goss Metroliner — the press that made offset possible for large-circulation dailies. 180 worldwide installations: 1,844 Metro units and growing — and the list of users reads like a *Who's Who* of newspapers. The Goss Metroliner family is available in three distinct feature combinations, tailored to suit specific needs. All are designed to fulfill high production requirements with minimum waste, low operating

costs and the finest print quality possible from a 4-page-wide press.

The fully automated Metroliner offers a choice of cutoffs (546 mm, 560 mm, 578 mm, and 598 mm), of folders (3:2 or 2:1) and of RTPs (two- or three-arm reels). A tailored arrangement of halfdecks and dedicated 4-color units assures the flexibility necessary to place color virtually anywhere in the product.

The 25,000 pph Goss Community SSC — the world's most popular single-width web-offset press. Almost 10,000 Community units are in operation worldwide. Goss now offers a whole line of Community presses designed for a dual role.



press orders came from.

All offer the versatility, reliability and operating economies demanded by publishers and printers to enable them to handle a wide range of work. And they incorporate the construction and operational advantages which have been acclaimed throughout the world.

Goss Community presses are available in four different cutoff sizes (546 mm, 560 mm, 578 mm, 630 mm), different printing unit configurations, and with a range of folder options and accessories. A special advantage of all Community presses is the range of features available to aid in the production of quality, multicolor work.

The 50,000 pph Goss Urbanite — another favorite of printers and pub-

lishers, as evidenced by the 4,000 units installed worldwide. This single-width, semicylindrical press is designed specifically to meet the varied production needs of medium-sized dailies and large-circulation weeklies. It can be equipped with a 3-color unit which, together with one standard unit, produces a web with four colors on one side and spot color on the other.

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THE MORNING AND EVENING SEATTLE TIMES

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VDT safety surveys conducted by NIOSH

By John Consoli

The National Institute for Occupational Safety & Health (NIOSH) said it has completed field work on what was described as "the most comprehensive study ever done" to determine if video display terminal usage has an adverse effect on the health of employees.

A NIOSH official told E&P that a complete report on the organization's findings will probably not be ready for at least three months.

The NIOSH study was conducted at the *San Francisco Chronicle* and *Examiner*, the *Oakland* (Calif.) *Tribune* and the San Francisco Bay area's Blue Cross offices.

The timing of the NIOSH study, meanwhile, has drawn some criticism from San Francisco newspaper management execs who are currently conducting contract negotiations with Guild members.

"We requested that NIOSH postpone the conducting of the study until after the negotiations are completed, but they refused," said Phelps Dewey, Chronicle operations manager and a member of the negotiating team.

Dewey said negotiations began in September and the contract expired on January 1.

"We have nothing against the study," Dewey said, "but we felt it was conducted at a very inappropriate time. It will be very difficult for NIOSH to get an unbiased opinion (from employees) during a time when emotions are running so high."

Dewey said because of the contract negotiations, emotions of Guild members might tend to be anti-VDT.

Dewey said San Francisco newspaper management execs also suggested that NIOSH conduct the study at a newspaper where there is a longer history of VDT use.

"There are hundreds of other newspapers that have been using VDTs for years," he said. "We were one of the last to install them. Many of our employees are just learning to use them and there is a tendency to have a fear of them."

Previous VDT studies by NIOSH were conducted at the *Baltimore Sun*, at the *New York Times* and at the United Nations, according to a NIOSH official,

however, these studies were only concerned with checking for possible radiation dangers.

The survey at the Times found that radiation from VDT terminals was "considerably below" current safety standards and, in some cases, could not be detected at all."

However, Bill Murray, chief of the radiation section of NIOSH in Cincinnati, told E&P that despite prior radiation emission testing that was done on VDTs, "there is nothing that is obvious."

He said the San Francisco Bay area study is the most complete ever conducted because in addition to testing for levels of ionizing and non-ionizing radiation being emitted from VDTs industrial hygiene and ergonomic studies were also conducted.

Murray said this is the first time that all three surveys were conducted as part of a study at the same location.

The industrial hygiene survey, he said, included the checking of air samples to see if there are any chemical contaminants in the air. The ergonomics and human factors survey involved checking out the physical characteristics of the work location.

He said this involved such things as lighting, size of the work area, height of the VDT units and operator chairs and other characteristics effecting the workers' ability to perform.

A questionnaire was also distributed to employees at the newspapers. The questionnaire asked employees questions about their health and how they feel the work environment effects it. Participation by the employees in this phase was optional, Murray said.

Murray said industrial hygiene surveys and ergonomics and human factors surveys "have been conducted in other studies but not in conjunction with VDTs."

Murray said the study is also the largest ever conducted on VDT's in terms of the number of VDT units looked at.

The San Francisco Bay area study was undertaken after a coalition of local unions, supported by their International officials, filed a written request with NIOSH last July.

The letter petitioning NIOSH to conduct the study was spearheaded by the Bay area Newspaper Guild local, the

Bay Area Typographical Union and the local Office & Professional Employees' Union.

A total of 21 union locals and the International offices of the Graphic Arts International Union, Transport Workers Union, International Association of Machinists Union, The Newspaper Guild and the Office and Professional Employees International Union supported the request for a comprehensive investigation.

The unions contend that since VDT equipment was introduced into newsrooms and other areas, employees have complained of eye strain, neck, shoulder and arm pain, headaches, tension and color blindness.

The unions state, for example, that those workers using VDTs reported pressure behind the eyeballs and seeing spots. The unions also contend that VDT keyboards too high or too low cause muscle ache.

The unions state that workers who wear bifocals need special lenses for VDT work and that those lenses should be prescribed by a doctor with special knowledge of VDTs.

The San Francisco Guild, which is currently negotiating a new contract with the Examiner and Chronicle, is asking that the contract include management paid pre-employment ophthalmological examinations and periodic testing. The Guild states there are no medical examinations for Guild members covered under old contract.

NIOSH sent a "walk through" team to inspect the facilities at the San Francisco and Oakland newspapers in November and two psychologists from NIOSH returned between January 7-January 16 to pass out and collect the questionnaires.

Another NIOSH team, headed by Murray conducted the radiation, industrial hygiene and ergonomics surveys between January 14 and January 17.

"We had been trying to get NIOSH to make a national study of VDT's without too much response," said Dave Eisen of the International Guild office.

Eisen said the NIOSH study at the *New York Times* was conducted to see if VDTs cause cataracts. "It was not as complete a study," he said.

The NIOSH "walk through" team put some of its impressions in a written report, but concluded the report by stating, "Overall, it is clear that a more thorough investigation should be done to define the health complaints of the operators and to focus on the work task and work station factors related to the complaints."

Times Mirror must sell cable tv or newspaper

Officials of the Times Mirror Co. were reserving comment in the wake of the January 24 decision by the State of Connecticut ordering the company to either sell the *Hartford Courant* or get rid of its two cable television operations.

The decision came from the State Division of Public Utility Control and gave Times Mirror, the Los Angeles-based media conglomerate, until April 1, 1981 to shed either the *Courant* or the cable tv.

The decision appeared to be the first time a state regulatory agency has found that cross ownership of newspaper and cable is not in the public interest. A U.S. company apparently has never before faced divestiture because it held newspaper and cable tv firms in the same area.

Times Mirror said it would withhold comment until a final, written decision is made. The order of January 24, approved by three of the five DPUC commissioners, is not binding until the decision is signed, something that's expected in the next few weeks.

There have been indications, however, of the company's course of action. Times Mirror president Robert F. Erburu had testified last November that the company would give up the cable franchises if it had to make a choice between them and the *Courant*. The *Courant*, which Times Mirror purchased last summer for \$105.6 million is that state's largest newspaper.

Times Mirror may also challenge the DPUC decision in court, where it would probably again be opposed by the four newspapers that took the company on before the state agency, the *Manchester Journal Inquirer*, *Bristol Press*, *Meriden Record* and *Journal* and *New Britain Herald*. They had claimed that cross ownership gives the *Courant* an unfair competitive edge.

It is possible, too, that Times Mirror would swap the two Connecticut cable firms, in Hartford and Meriden, for a cable operation in another area.

The reaction from the attorney for the challenging newspapers, and from the state's consumer counsel, was ecstatic. "It was certainly on the nine or 10 side of the scale of decisions," said the newspapers' attorney, Richard Robinson. "It was the Bo Derek of decisions." Added consumer counsel Barry Zitser, "this was an acid test (for the regulators) and they passed it with gold flying colors."

The decision also brought to the fore the likelihood that the U.S. Justice Department will not pursue its investigation into Times Mirror's Hartford holdings with the same degree of ardor. The de-

partment at first decided the acquisition of the *Courant* was a matter of concern, but decided not to prevent the take-over. In January, the department told a House Subcommittee on Media Concentration that the Hartford deal was currently being investigated. Sanford Litvack, special assistant to the attorney general told the House panel that cross ownership raises "obvious antitrust issues."

One of Times Mirror's arguments before the DPUC was that the Hartford-area properties would be run as "autonomous subsidiaries," with no coordinated control designed to increase profits or harmonize editorial decisions. "I submit," said the panel chairman, Marvin Loewith, a long-time insurance company executive, "that there is no such thing in corporate life as an 'autonomous subsidiary.'"

Among the concerns of the newspapers that fought for divestiture was that Times-Mirror would engage in "cross subsidization" or joint advertising, selling a cable and newspaper advertising package and causing many advertisers not to be able to buy in competing media.

Times Mirror had told the DPUC it wouldn't pursue that practice. It further said that most advertising on cable is not generated locally, but through network affiliates.

The newspapers also raised the First Amendment issue, claiming that a cut in ads leads to a cut in news space, as Loewith noted, the First Amendment has a goal—the achievement of the widest possible dissemination of information from diverse and antagonistic forces.

Loewith also defined cross ownership as "having control of two or more different kinds of communication mass media which disseminate information within a common market serving an overlapping and common audience."

In the case of the *New Britain Herald*, for instance, the *Courant* circulates, sells advertising and covers all nine towns served by the *Herald*. The *Herald* fears a loss of revenue, and news hole, if Times Mirror sold a joint advertising package.

The Federal Government has forced divestiture by companies holding cable systems and television stations, but there are no State or Federal laws prohibiting cross ownership of cable and newspapers.

Record buster

The Sunday, January 27 Real Estate section of the *Los Angeles Times* was the largest ever published by the Times. The 52-page section carried ads from 208 Southern California firms.

Parent's misconduct costs RKO 3 licenses

The misconduct of RKO's parent, General Tire & Rubber Co., has cost the company its three most valuable tv station licenses in Boston, New York and Los Angeles. The stations are worth an estimated \$400,000,000.

Ten years ago, General Tire signed a consent decree with the Justice Department, which charged it with pressuring companies into buying commercials with RKO stations as a condition of doing business with General Tire. Four years ago, General Tire revealed that it made illegal political campaign contributions and foreign payoffs and agreed to pay fines of \$200,000 after signing a consent decree with the SEC.

The FCC complaint stated that "RKO was effectively controlled by General Tire and hence General Tire's wrongdoing had a direct bearing on RKO's qualifications" to hold tv licenses.

The 3 stations affected by the decision are WNAC-tv Boston, a CBS affiliate; WOR-tv, New York; and KHJ-tv Los Angeles. RKO has 13 other broadcast properties whose license status at this time is unknown.

Ifft buys weekly

Scripps-Ifft Newspapers Inc. have purchased the Lake County Publishing Co. Inc. of Lakeview, Oregon, which operates the weekly *Lake County Examiner*, *Wise Buys Shopping Guide* and office supply stores in Lakeview and Alturus, Calif. Nicholas Ifft, president of Scripps-Ifft said Garp A. Lords, publisher of the *Bemidji* (Minn.) *Pioneer*, will serve as publisher of the new operation.

Copley Library plans

Helen Copley has announced plans for the construction of the James S. Copley Library. To be built in La Jolla, on the same block as the corporate headquarters, the building will serve as a memorial to Jim Copley, the late publisher of Copley Newspapers. The library will house a collection of rare documents and other memorabilia on the history of California, Illinois and the American Revolution.

Matell gets Pan Am as first PR client

Robin M. Matell, former \$75,000-a-year vicepresident/public relations for National Airlines, turned down an offer to join Pan American World Airways after the merger with National and opened his own PR firm, Robin Matell Associates, in Miami. His first client: Pan American Airways. National paid him three years salary as severance pay.

EDITOR & PUBLISHER for February 2, 1980

Media monopolies hit in MacBride Report

By I. William Hill

In a final report, UNESCO's MacBride Commission recommends abolition of censorship and free access to news sources while aiming a few darts at private enterprise media ownership.

While UNESCO does not plan to formally release the full report until Spring, the text of its 37 pages of conclusions and recommendations has been obtained from Paris sources by both ANPA and the World Press Freedom Committee.

The report is designed as a framework to develop a "new information and communication order" aimed at changing imbalances between developed and developing nations and outlines an agenda for international communications activities to be taken up at the bi-annual UNESCO General Conference this fall in Belgrade, Yugoslavia.

The 16-member commission, formally known as the International Commission For the Study of Communications Problems and chaired by Sean MacBride of Ireland, has Elie Abel as the American member. The commission was charged by the 1976 UNESCO General Conference with the task of dealing with the most controversial of world communications political issues, while the conference in 1978 went ahead with an adoption of a compromise declaration on mass media.

Here is how the MacBride report takes aim at private enterprise media ownership:

"Special attention should be devoted to obstacles and restrictions which derive from the concentration of media ownership, public or private, from commercial influences on the press and broadcasting, or from private or governmental advertising. The problem of financial conditions under which the media operate should be critically reviewed, and measures elaborated to strengthen editorial independence.

"Effective legal measures should be designed to: (a) limit the process of concentration and monopolization; (b) circumscribe the actions of transnationals by requiring them to comply with specific criteria and conditions defined by national legislation and development policies; (c) reverse trends to reduce the number of decision-makers at a time when the media's public is growing larger and the impact of communication is increasing; (d) reduce the influence of advertising upon editorial policy and broadcast programming; (e) seek and improve models which would insure greater independence and autonomy of

the media concerning their management and editorial policy, whether these media are under private, public or government ownership."

Others of the 82 recommendations in the report included:

- ... government actions to enlist the support of journalists in just causes.

- ... strong emphasis on the importance of freedom of individuals to communicate.

- ... admittance of foreign correspondents to all countries along with free access to news sources as an indispensable requirement for accurate, faithful, and balanced reporting. This necessarily involves access to unofficial, as well as official sources of information."

- ... reductions in telecommunications rates and air mail charges for disseminating news, and an international research and development effort to increase the supply of paper and newsprint.

- ... treatment of journalism as a profession, with higher professional standards and responsibility.

- ... adoption of codes of ethics at national and regional levels, provided such codes are prepared and adopted by the profession itself—without governmental interference.

- ... consideration of "ways whereby the management of the media could be democratized", a process which should lead to those working in the media to "having a more active role in editorial policy and management." In speaking of professionalism of journalists, the report notes a distinction between "owner and managers on the one hand and journalists on the other."

- ... protection of journalists but not as a special privilege, an issue the report says should have further study.

- ... study of the possibility for an international advertising code.

- ... study of the possibility of correcting "concentration of the media in the developed regions."

- ... consideration of a "right of reply and correction, along with a U.N. exploration of "conditions under which this right could be perfected at the international level."

- ... preference for non-commercial forms of mass communications, with public funds being used for communications as is often done in the field of education.

- ... condemnation of the practice of recruiting journalists to act as spies under cover of their professional duties.

- ... training of reporters being assigned to foreign posts the language and culture of the region in which they will be living.

News organizations keep lid on news

The editor of *La Presse*, a Montreal evening daily, told E&P he decided to go against his government's wishes and publish (Jan. 29) the details of how Canadian embassy officials in Tehran helped six American diplomats hide out and then flee Iran because "it's our job to give the news."

"If we hadn't printed the story, someone else would have," *La Presse's* editor, Roger Lemelin, stated. "We knew the people were safe. They were gone from Iran. It's been proven, the story has not affected the destiny of the 50 hostages."

Lemelin said his newspaper had known of the Americans' presence in Canada's embassy since December 10.

"When we saw the Canadian Embassy was closing, we deduced what was going on," the editor explained. He said when officials in Washington, D.C. learned the 6 Americans were out of Iran, "they took off the red light" on printing the story.

"There was no government leak at all," Lemelin added.

According to the U.S. State Department, several news organizations including CBS, NBC, ABC, *Time* magazine, and *New York Times* knew about the six Americans hiding inside the Canadian embassy and agreed to the government's request not to publish the information in order to protect their lives and the lives of the 50 hostages inside the U.S. embassy.

Seymour Topping, managing editor of the *New York Times*, disclosed he received a phone call from Secretary of State Cyrus Vance, who asked the editor to withhold the story.

"I told him (Vance) that out of consideration for the Americans we would do so," Topping said, "but that I would expect that we would be told by the state department if the circumstances changed so that publication would not endanger lives or if it appeared that the story was going to be released by another news organization. It wouldn't serve the public interest in any way for us to print that story and it would simply endanger American lives, so we were quite prepared to cooperate."

ICMA to hold legal symposium

The International Circulation Managers Association will conduct a Legal Symposium February 20-22, at the Fairmont Hotel in Dallas, Tex.

For further information contact Robert Macklin, ICMA, P.O. Box 17420, Dulles International Airport, Washington, D.C. 20041 or call (703) 620-9555.

Retailers told how to cope with new lifestyles

The Newspaper Advertising Bureau and the Tv Bureau of Advertising are in Chicago this weekend for the Retail Advertising Conference, and the competing sales organizations are slated to deliver similar presentations on lifestyle merchandising in retail ads.

NAB vicepresident for department store sales E. Lawrence Goodman and TvB president Roger D. Rice will deliver separate presentations which, because both deal with the success retailers have had with each medium, will highlight the heated competition between newspapers and television for retail ad dollars.

The NAB show highlights retail ad campaigns developed by The Broadway, a Los Angeles-based department store chain, Collegiate Sports, a Toronto specialty store, Woodward & Lothrop of Washington D.C. and Abraham & Straus of Brooklyn, N.Y.

At The Broadway, advertising has dealt with specific lifestyle changes such as the growing interest in the outdoors, and has used a continuing theme, "getting physical," for a broad range of sports and activities. It has adapted the theme to roller skating, runnings, and even to Father's Day.

When the gasoline shortage developed last summer, The Broadway responded with a series of ads on "Beating the Crunch." The ads run over the summer, offering ideas on how to conserve energy, and this became a theme for many energy related ideas and products.

Career women are in the strategy at The Broadway as an important segment of its market. An ad campaign directed at working women ran last spring with the theme, "How to make working work for you." It opened with ads announcing a schedule of seminars, workshops and fashion shows geared to helping women in their careers.

Abraham & Straus has also addressed the working woman through a special shop, "The Office," based on a marketing plan aimed at three categories in the working woman population: the young woman starting out, the woman who is on her way in middle management and the woman who has already been in the workforce and is coming back. The shop, now in the main store, is being expanded into selected branches. It features not only merchandise, but the services that are valuable to the working woman such as delivery, advice and credit plans.

Collegiate Sports is approaching its lifestyle markets with the viewpoint that "The current solid trends are fitness trends." In each ad the store seeks to capture the "moment of action" in the sport when the participant knows that

UPI terminates limited partnership offering

United Press International announced (January 31) termination of the Limited Partnership offering it had made to the newspaper and broadcast industries, following expiration of the offer January 30.

The proposed private sale of 90% of the news service was undersubscribed.

Edward W. Estlow, president of the E. W. Scripps Company, said the agency had received verbal commitment for 60% of the offering, with 18% of the money actually paid.

With termination of the offer, Estlow said, "The E. W. Scripps Company has felt an obligation to offer broad participation in UPI to U.S. newspapers and broadcast interests. Out interest from the beginning has been to strengthen UPI and guarantee its existence in perpetuity for the benefit of our industries and the general public.

"This is still our goal.

"Other options will be carefully reviewed," Estlow said.

Roderick W. Beaton, president of UPI, said, "We are naturally disappointed, but deeply grateful for the many expressions of support and particularly to those organizations who sought to join

with us in the partnership."

Beaton reported reasons for rejection of the proposed partnership ranged from fear of legal conflicts to economic uneasiness.

"There was general support for the partnership aims and purposes. We believe there is considerable interest in the service UPI performs.

"Our immediate goal will be to put in motion a number of additional service improvements and to firmly establish the pricing policies proposed in the partnership offering."

UPI is owned by The E. W. Scripps Company and 5% by the Hearst Corporation. It had proposed selling 45 units at 2% each at \$180,000 in a partnership to be called United Press International, Limited. UPI would have been the general partner.

The majority of the E. W. Scripps Company is owned by the Edward W. Scripps Trust.

The original deadline for the offering made last September was December 31, but the extension was for an additional 30 days.

everything is coming together.

The Woodward & Lothrop response to the energy crunch was singled out both because of its scope and its commitment. Its theme: "Put Your Energies Into Saving Energy." The energy saving program started with an ad urging customers to save gas in four ways—shop by mail or phone, carry packages, ride public transportation and plan one-stop shopping at Woodward & Lothrop.

American Financial enriched by deals

American Financial Corporation, chaired by Carl H. Lindner, who is also controlling stockholder, grabbed \$102 million in pretax profits from its investment maneuvers involving the *Cincinnati Enquirer*, Combined Communications, and Gannett Company.

AFC now owns 7.5% of Gannett's outstanding stock.

In 1971, American Financial purchased the *Cincinnati Enquirer* for \$33.4 million in cash. Five years later AFC dealt the *Enquirer* to Combined Communications for \$30 million cash and \$25 million in notes and Combined Communications securities. Last year AFC acquired an additional one million shares of Combined Communications and then traded its entire Combined block for 2.7 million Gannett shares, or 7.5%. Ameri-

The TvB presentation will show how Aspen Leaf, a Denver-based sports shop grew from a one-store tennis equipment retailer to a chain of nine midwestern sports specialty stores—by using television. The show will detail how Sneaker Circus, a one-item retailer with 33 stores in the New York area, turned to tv to reach children. The stores were "newspaper-only" advertisers when founded in the early '70s.

can Financial realized a paper profit of \$65 million from its Gannett transaction.

Added to that \$65 million is another \$37 million in profits which American Financial made from its venture with the *Cincinnati Enquirer*. Besides selling the paper for \$22 million more than the \$33.4 million purchase price, AFC gathered \$15 million in dividends paid by the *Enquirer* during the five years it owned the paper.

In 1979 the Securities and Exchange Commission filed charges against Lindner and others which alleged American Financial had filed false and misleading documents pertaining favors given to relatives and associates including \$14 million in preferential loans to company officers.

Without admitting or denying the charges, Lindner agreed to pay American Financial \$1.4 million and to set up a special audit committee to watch over insider dealings.

EDITOR & PUBLISHER for February 2, 1980

Study shows fewer j-grads land jobs on newspapers

Newspapers and wire services attracted a smaller share of a smaller journalism graduating class in 1979, but those grads who were hired appear to be the cream of the class, according to the Newspaper Fund.

As smaller numbers of graduates found new jobs, a record number of students decided to continue their education by going to graduate school, law school or back to undergraduate school for a second or third major.

The Newspaper Fund's autumn study of the nation's 1979 journalism and communications graduates showed that 11.4% of the class of 13,500 grads took daily newspaper jobs after graduation. The combination of dailies, weekly newspapers and wire services claimed 18.9% of the class, which is down from 30.5% of the 1978 grads.

There was also a decline in the proportion of grads who entered media-related fields. Barely half of the 1979 graduates entered media work, compared with nearly two-thirds of the previous year's graduates.

This decline is consistent with a December report issued by the College Placement Council, which said liberal arts graduates would not share in an improved 1980 employment market. An 8% drop in the hiring of non-technical graduates is expected. Journalism is considered a liberal arts field.

It was learned for the first time in the Fund's annual surveys that the college grade averages of those grads hired by newspapers was higher than averages of those grads hired by media field. More than half of the grads hired by newspapers achieved no less than a B+ average in their four years of college, and 10.6% of those grads had A or A+ grade averages.

The percentage of graduates continuing their education nearly doubled in 1979 over 1978, as 15.6% of the class indicated they were enrolled in graduate, law or other undergraduate studies.

A trend toward the graduates entering non-media fields appeared to level off in 1979, as 20.5% of the class chose jobs outside the media. In 1978, 20.1% entered non-media jobs.

For the first time in several years, the proportion of the class entering public relations and advertising declined from 15.4% in 1978 to 13.1% in 1979.

However, journalism graduates continued to be successful in finding some kind of work or educational opportunities. Only 9.4% of the class of June grads were unemployed and looking for media work three to five months after graduation.

One of every three graduates did not attempt to find media work. Survey results show 66.2% attempted to find media work; 50.1% applied to at least one newspaper.

The number of minority grads declined from the figures reported in 1978. Only 4.5% were minority, compared with 8.5% the previous year.

The number of female graduates increased to 55.7% of the class of 1979, compared with 53.2% in 1978.

The media salary range for those in full-time media work was \$181-\$190 a week, equal to the 1978 median salary.

The four journalism specialties with the largest percentage of grads were: news-editorial, 32.1%; public relations, 16.6%; advertising, 16.1%; and news broadcasting, 10.1%.

CRT digital typesetter sets 1250 lines per minute

Autologic announced a new CRT digital typesetter called the APS-Micro 5 and priced under \$50,000. The market for the new typesetter in the APS family includes small to medium-sized newspapers.

The unit will set 1250 newspaper lines per minute and has a 200 on-line typeface storage capacity. Resolution is up to 3600 lines per inch with the typesetter available in 45, 57 and 70 pica line widths.

Typesetting features include point size scaling in 1/10 point increments and reverse leading up to 24 inches. Size ranges are from 5 to 160 points (5 ranges).

Other features for the APS-Micro 5 are: input compatible with the APS-4 and APS-5 typesetters; standard on-line interface to front-end copy processing systems; composition software that will interface with existing word processing systems; a font library from Autologic that numbers over 700; acceptance of paper tape, magnetic tape, floppy disk input or interface on-line to virtually all front-end systems; output media which includes RC paper, stabilization paper or film; a new disposable output media cartridge holding 200-foot rolls and an optional reusable supply cassette that holds up to 400 foot rolls.

The diagnostic test floppy disc permits users to either select at random the test or tests to be performed or user can run through the complete test package in under 10 minutes. Instructions during the diagnostic test appear on the read-out panel. Diagnostic tests isolate the problem to a particular circuit board which the operator can remove and replace. The diagnostic floppy is priced at \$2500

Freedom acquires Mississippi daily from Carter family

Freedom Newspapers Inc. has acquired a majority interest in the *Delta* (Miss.) *Democrat-Times*.

The announcement was made by Betty W. Carter, co-founder and widow of Hodding Carter, the 1945 Pulitzer Prize-winning editor, and D.R. Segal, Freedom Newspaper president.

The majority shares were acquired from Mrs. Carter, and two sons, Hodding Carter III, who is assistant secretary of state, and Philip D. Carter, editor since 1977. Charles H. Fischer, former vicepresident of Freedom papers in New York State, was named publisher to succeed Mrs. Carter.



AN addition to Autologic's APS-5 family of typesetters, the APS-Micro 5 is a new, compact digital CRT typesetter. Aimed at small to medium-sized newspapers, the APS-Micro 5 will sell for under \$50,000.

or can be part of one of three spare parts kits priced from \$5,000 to \$20,000.

The CRT typesetter will be available in two configurations. The APS-Micro 5 with two floppy (.5MB) disks from \$48,500 to \$52,500 and the APS-Micro 5 with one floppy disk and one hard disk (Winchester-5 million byte) from \$53,500 to \$57,500. Rental plans are offered.

New owners

The Mother Earth News Inc. was purchased from its founder and publisher, John Shuttlesworth, by the company's executive staff. The three principal owners under the reorganization are Robert M. Lieb, David Adams and Bruce Woods.

Newsprint usage to decline this year, ANPA says

Newsprint consumption in the United States reached an all-time high of about 11.2 million short tons (10.18 million metric) in 1979, but, according to a new report by ANPA economic consultant Dr. Jon G. Udell, "Both the U.S. economy and newsprint consumption are likely to slow considerably during 1980 . . ."

"A recession before year end is likely," says Udell, who is the Irwin Maier professor of business at the University of Wisconsin. "If one materializes, U.S. newsprint consumption is likely to decline from the record level of 1979."

At present, Udell believes that the ANPA trend projection of 11.2 million short tons (10.2 million metric) of newsprint to be consumed this year "appears highly accurate." Economic conditions will govern how far actual consumption strays from that trend line. For example, he said, "a 2% decline in the Real Gross National Product could be expected to result in a U.S. newsprint consumption of around 11 million short tons (10 million metric). A more severe recession could bring a consumption below the 11 million ton (10 million metric) level."

Labor disputes also could adversely affect newsprint consumption, he points out. "Should there be a severe disruption to the supply of newsprint due to strikes during 1980, the 11 million-ton forecast (10 million metric) is not likely to be realized."

"On the other hand," he says, "if supply is not disrupted and a recession does not materialize, U.S. newsprint consumption would establish a new high in 1980."

In his 25-page report, "U.S. Newspaper and Newsprint As a New Decade Begins," Udell examines the economic outlook for 1980 and takes an in-depth look at newsprint consumption during the period 1968-78.

Among the highlights of the report are findings that:

- Total U.S. consumption of newsprint expanded more than 23% during the 1968-78 period, while that of daily newspapers grew 12%.

- Daily newspapers' share of total U.S. newsprint usage declined from 84% to slightly more than 76% in 1978, due substantially to increased preprint advertising.

- Daily newspapers in the south expanded their newsprint usage 33% during the decade; western dailies' usage grew 27%; north central dailies' usage remained substantially unchanged; and northeastern dailies' usage decreased approximately 5%.

Abitibi-Price hikes newsprint price

Abitibi-Price Sales Corporation announced January 25 it will raise the price of standard white newsprint, effective May 1, 1980, to \$438 per metric ton. The equivalent price per short ton is \$397.35.

Abitibi-Price increased November 1, 1979, newsprint \$30 a short ton. The company said the latest increase was due to inflation and higher energy costs.

Consolidated-Bathurst announced Jan. 8 an increase to \$440 per metric ton effective May 1 (E&P Jan. 12, page 12).

- Producers in all regions, except the northeast United States, supplied more newsprint to U.S. newspaper in 1978 than in 1968.

- Changes in both circulation and newsprint consumption were inversely related to size of city, with losses occurring in cities of more than one million population.

Copies of the report are available from the ANPA Newsprint/Traffic Department at The Newspaper Center.

Junta in Nicaragua closes down paper

The Inter American Press Association urged Nicaragua's ruling junta to permit reappearance of the leftist newspaper *El Pueblo*. It was occupied by armed forces January 24 for publishing what the junta said is "counterrevolutionary" criticism.

IAPA president George Beebe, associate publisher of the *Miami Herald*, said in a cable to the five person junta:

"The military occupation of the newspaper *El Pueblo*, without due process of law, is a matter of deep concern to the Inter American Press Association.

"If this newspaper has violated existing laws it should be formally charged and allowed to defend itself.

"The silencing of a newspaper, whatever its editorial policy might be, is contrary to the right of the people.

"We believe that freedom of information and expression is essential if a revolutionary process, such as you have initiated in Nicaragua, is to develop on a firm basis with the full support of the people."



New home of Fredericton (A.B.) Gleaner

100th anniversary and a new building

The *Daily Gleaner*, a 23,000-plus p.m. serving the capital city of Fredericton and surrounding area in central New Brunswick, has moved into an ultra-modern new building.

Due to celebrate its 100th anniversary later this year, Fredericton's only daily newspaper is now located in a 26,450 square foot, one-story structure on a 3.3-acre site at the corner of Prospect and Smythe streets near the city's major shopping centers.

Publisher of the *Daily Gleaner* is Tom Crowther, who joined the newspaper in October, 1977, after a distinguished 30-year career with the *Telegraph-Journal* and *Times-Globe* in Saint John, N.B. The general manager is Desmond Sparling. Editor, Harold Wood; managing editor, Larry McDorman.

Architect for the new plant was Tam-pold, Wells of Toronto.

With the move into its new premises, the *Daily Gleaner* switched from letterpress using Napp plastic plates to offset printing on a new eight-unit Goss Urbanite press, which is capable of churning out 50,000 Gleaners per hour.

Sod turning for the new plant was held

on November 2, 1978, when Ross Munro, then president of The Canadian Press and vicepresident and publisher of the *Montreal Gazette*, did the honors with the spade.

Construction progressed steadily through 1979.

The new press became operational in November, 1979, and for a time the *Daily Gleaner* was produced in its old building on Queen Street and printed on its new press in the new plant.

In December, 1979, the circulation department and accounting department joined the pressroom crew in the new plant.

The major move of all other departments took place on Friday and Saturday, January 4 and 5, and went off without a hitch.

Final *Daily Gleaner* to be produced in the old plant was on January 5 when the usual skeleton Saturday staff prepared the final pages of that day's edition.

The new building became fully operational on January 7, 1980.

An official opening will be held in either late March or early April to coincide with the 100th anniversary of the *Daily Gleaner*.

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Retailer cites ad bureau's co-op ad plan

The president of a Wichita Falls, Texas department store has credited the Newspaper Advertising Bureau with helping to triple the amount of co-op ad dollars the store received over the past year.

Ikard Smith, president of McClurkans, working in conjunction with Ed Barnett, ad director of the *Wichita Falls (Tex.) Times*, participated in the Ad Bureau's co-op "Audit System." The system is designed to give retailers "simple guidelines to bring in more vendor dollars, more advertising and more sales."

The audit system is a new co-op sales tool designed by the Bureau for newspaper ad departments to use with department and discount stores.

"I think this was the most important project that we have undertaken in several years," Smith said. "We have increased our exposure, our sales have increased, and we think this is due no doubt to the extra co-op dollars that we have received this year."

"It has increased from \$8,000 to \$24,000 and before the year's over, we anticipate it being above \$30,000," Smith said. "We know that this additional exposure has increased our business."

Sherri Wigley, a buyer for McClurkans, said, "Before the co-op workshop, I was only getting co-op from one of my major resources. What this has done for my department, it has given me so much more additional exposure to the *Wichita Falls Times* and, of course, has moved merchandise."

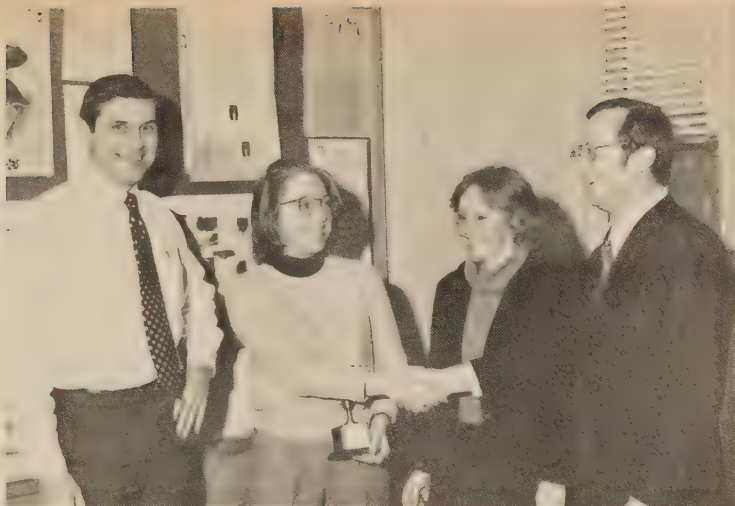
Exa Cunningham, ad director for the department store said, "I knew we needed help. That's why we were so pleased when Ed Barnett offered to bring the Newspaper Advertising Bureau to evaluate our system."

"The new co-op plan they developed for us brought simplified organization to our merchandising, accounting and advertising departments," Cunningham said. "The Bureau helped us develop a new co-op agreement form and it really works. We actually have buyers bringing vendor co-op programs into the advertising department and now they're negotiating newspaper co-op ads right there at market. In fact, with their help, we now have over 300 co-op contracts in our master files."

Subsidiary sold

Affiliated Publications, Inc. has sold its subsidiary, Research Analysis Corp., to Irwin Harrison, president of Research Analysis Corp. Terms of the transaction were not disclosed.

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WITH STRAINS of "Here she comes, Miss Space Buyer" humming in the background, Branham Newspaper Sales presented Stephanie Castelli (second from left) of Leo Burnett, Chicago, with a World Champion Space Buyer trophy. Castelli received the award for her "outstanding handling of millions of dollars worth of newspaper advertising" on the Philip Morris account last year. Congratulating her afterwards are (from left to right): Bill Houghtlin, associate media director, Leo Burnett; Chris Finzer, sales rep/Branham and Frank B. Gurda, midwest regional manager, Branham.

Penn St. to grow kenaf in Penna.

A grant to study kenaf, a fiber-producing plant that shows promise as a substitute for woodpulp used in the manufacture of newsprint, has been funded by a Pennsylvania newspaper to the agricultural experiment station at The Pennsylvania State University.

In announcing the \$3000 one-year project, Dr. James M. Beattie, dean of Penn State's College of Agriculture, said that publisher William K. Ulerich of *The Progress*, the Clearfield area daily newspaper, pointed out that there are extensive studies under way in the southwestern United States. The purpose of the grant is to see how well kenaf grows in Pennsylvania.

"We have been told," Dr. Beattie pointed out, "that publishers are encouraged by kenaf's phenomenal ability to grow. Reports show that under good conditions the annual, unbranched kenaf plant grows 10 to 20 feet tall in dense, cultivated stands containing 75 to 100 thousand plants per acre."

"In the fall such a stand of kenaf resembles a forest of giant matchsticks. Most of the kenaf plant is fiber suitable for pulping."

Associate professor of agronomy extension and project leader for the study, Elwood O. Hatley, said kenaf has been grown on a limited commercial basis in the southeast.

"Our objective," Professor Hatley says, "is to see if we can, through manipulating row spacing and plant popula-

tions, compensate for the fact that it is a southern crop."

Kenaf has yielded 6 to 10 tons per acre in the South. Professor Hatley is hoping for yields of 6 to 8 tons per acre at the two locations where kenaf will be grown.

Tentative sites selected for the tests are Rock Springs Agricultural Research Center in Centre County, and the Southeastern Field Research Laboratory near Landisville in Lancaster County.

Co-op daily folds in Madison, Wisc.

Madison (Wisc.) Press Connection ceased publication on January 3 after an emergency fund drive fell short of the paper's financial needs.

The paper was started as a weekly strike paper 27 months ago. It was published by the five unions that had struck the *Wisconsin State Journal*, the *Capital Times*, and their joint operating company, Madison Newspapers Inc.

The paper suspended publication from January 1 to February 7, 1978, while it reorganized as a daily. In July, 1978 the unions sold the paper's assets and publishing rights to the co-operative that had published it since.

The paper was losing about \$25,000 a month when it closed down.

Takes media post

Alain Zutter has joined Backer & Spielvogel, Inc. as media supervisor. He was formerly with Wells, Rich Greene, Inc., Los Angeles, where he was employed in a similar capacity.

Employees to have control of Omaha World-Herald

Peter Kiewit Sons' Inc. has transferred to Peter Kiewit's estate its entire holdings in the *Omaha World-Herald*, a step in a series of transactions designed to put voting control of the newspaper in the hands of its employees within a few months.

As part of that transaction, the construction company bought all of the Peter Kiewit Sons' Inc. stock that had been owned by Kiewit, who died November 2 at age 79.

That move means the giant construction company will continue to be owned by its top managers and other employees.

The transfers were in line with plans for the continued operation of both the construction firm and the newspaper made by Kiewit.

The background of the stock transfers: Kiewit owned all of the construction company's voting stock. With his death, that stock was canceled.

Over the years, Kiewit had gradually reduced his ownership of the non-voting stock in his company. At his death, he owned 40% of the non-voting stock. Employees owned 60%.

In last week's transaction, the Kiewit firm bought from the estate the stock it owned in the company.

The amount paid by the company for the stock wasn't make public, but the value of all the enterprises of Peter Kiewit Sons' Inc. has been estimated at well over \$300 million.

As partial payment for the Peter Kiewit Sons' stock, the Kiewit company turned over to the estate its majority interest in the *World-Herald*.

Within a few months, the estate is to pass its *World-Herald* stock to the Peter Kiewit Foundation, a tax-exempt charitable and educational trust. After meeting specific bequests totaling \$27.5 million, the estate assets will flow to the foundation. In total, more than 95% of the estate will go to charitable purposes.

Foundation trustees were instructed by Kiewit to make public after his death the following information about his intentions:

—"The ownership of the majority stock interest of the *World-Herald* will be with its full-time employees, with the Peter Kiewit Foundation retaining only a minority stock interest in the *World-Herald*.

—"The ownership of the *World-Herald* will remain in Omaha, Neb.

—"The executives of the *World-Herald* in charge of the daily operation of the newspaper will be solely responsible for the operating decisions of the *World-Herald*, including the establish-

ment of its editorial publications.

—"The trustees of the Peter Kiewit Foundation will be involved in the affairs of the newspaper only to the extent of their representation of the *World-Herald's* board of directors, such representation to be in proportion to the foundation's voting stock interest in the *World-Herald*."

To put those intentions into effect, Kiewit specified that the foundation's holdings in the voting stock of the newspaper be reduced to 20%. Employees already own about 22%.

The foundation will dispose of all but the 20% by exchanging the excess for a new class of non-voting stock that will be sold to *World-Herald* employees over a period of years.

The newspaper's employees are to have voting control within several months.

Gannett acquires tv production firm

Gannett Co., Inc. announced it has acquired Gateway Productions, Inc., a maker of television documentaries and business films based in New York City.

Gannett also acquired Gateway's sister company, Filmpower, which does post-production film and videotape work for a variety of clients. Gateway's principals are Paul Galan, Dick Hubert and Morty Schwartz.

Gannett chairman and president Allen H. Neuhauser said: "Program production is a new and exciting field for us, and we're fortunate to be able to acquire Gateway with its proven creativity and production ability."

Dick Hubert of Gateway said: "With the backing of the Gannett organization, we hope to make Gateway a major force in the production of quality news and entertainment programming. Additionally, we look forward to an expansion of our sponsored film and tape production work. We're also convinced that our plans to produce specialized programming on videodisc and videocassette will now see the light of the marketplace far ahead of our original timetable."

Weekly supp folds

Metro Guide, weekly tabloid featuring the arts/entertainment and distributed by 12 suburban Boston newspapers, has ceased publication, with publisher/co-owner Steve Crosby citing potential financial woes during calendar year 1980. The publication, with 250,000 circulation, was founded two years ago by Crosby and Alan Vandenburg.

Decline in newsprint consumption seen

A 300,000 ton decline in the consumption of newsprint by U.S. newspapers in 1980 is forecast by the Canadian Pulp and Paper Association.

The 3% drop in consumption is expected, CP&PA said, because of "lower sales of automobiles, reduced residential construction, and lower corporate profits" which will result in a drop in advertising lineage.

Offsetting part of the decline in consumption will be an expected increase in inventories held by publishers, the association said. In 1979, publishers reduced their inventories by about 150,000 tons and stocks are now at a low level, amounting to an estimated 32 days supply at year-end compared to a normal level of over 40 days.

CP&PA said U.S. newspapers are expected to increase about 200,000 tons to inventory this year. "Thus, shipments of newsprint taken by publishers are expected to be at about the same level as in 1979," the association said, noting that the 1979 level was 8.7 million tons, up about 4%. Newsprint mills are expected to operate at about 96% of capacity.

Dr. D.A. Wilson, director of economic and statistical services, pointed out that demand for pulp and paper products is strong at the present time and that mills are expected to operate at close to full capacity for several months.

In the case of newsprint, inventories are at very low levels, and publishers are expected to rebuild them in the coming months. The need to build stocks is also affected by the forthcoming labor negotiations at mills in Eastern Canada, where most contracts expire April 30.

Thus, for some products, shipments in the second half of 1980 will probably be lower than during the first six months, CP&PA said.

Talbot Patrick passes away

Talbot Patrick, board chairman, *Rock Hill* (S.C.) *Evening Herald*, died January 23 at his home in Rock Hill. He was 82.

Patrick, who gave up active direction of the *Evening Herald* in 1970, was in his office almost daily when he was in Rock Hill. He traveled widely and had returned in December from his latest trip to China.

Known as "Mr. Pat," he bought the *Evening Herald* in July 1947. He retired as publisher in 1969. His son, Wayne T. Patrick, is publisher of the newspaper.

Patrick started his journalism career in 1921 as a reporter for the *Chicago City News Bureau*. In 1922, he became a reporter for the *Chicago Evening Post*.

Newhouse Washington bureau reorganized

The Newhouse News Service is completing an intensive one-year reorganization program designed to bring it into the front rank of Washington-based supplemental news services.

The program, according to Robert G. Fichenberg, Washington bureau chief for the Newhouse Newspapers and editor of the Newhouse News Service, has included expansion of physical facilities and staff, with emphasis on building a national staff of "star quality" reporters.

"We already are one of the largest newspaper bureaus in Washington," Fichenberg said. "Now we intend to be the best."

There currently are 33 persons in the Newhouse Washington bureau. These include 12 national staff reporters, 12 regional reporters (assigned to report for one or more of the 29 Newhouse newspapers), one general assignment reporter and three editors. B.J. Richey, ex-city editor for the Newhouse group's *Huntsville (Ala.) Times* and former *Huntsville Times* correspondent at the Newhouse Washington bureau, is bureau news editor.

The emphasis in the Newhouse National News Service, according to Fichenberg, now is on explanatory stories, "providing depth, analytical perspective and background, written with style, authority and consistently high quality. In brief, we're providing what we think is a unique and indispensable element for editors and their readers at a time when the news developments are becoming more complex, even as they affect peoples' lives more directly."

In addition to its news coverage, the Newhouse News Service also provides more than a dozen special columns, ranging from travel and the performing arts to sports, books, TV and politics.

As part of the program to expand and upgrade the national staff, three reporters of national stature have been hired in recent months. These are Loye W. Miller, Jr., who covers the presidency and is chief political reporter; Leonard Curry, chief economics reporter, and Patrick Young, chief science, medical and health reporter.

Miller, a widely-known Washington newsman, formerly was political reporter for the Gannett News Service and before that was Washington Bureau chief for the *Chicago Sun-Times*, national reporter at the Knight-Ridder Washington bureau and Chicago bureau chief for *Time* magazine. Young, a prize-winning free-lance magazine writer on science and medicine, formerly was science-medicine writer for the *National Observer* and most recently was principal

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editor/writer for the report by the President's Commission on the Accident at Three Mile Island. Curry came to Newhouse from the Washington Star and before that was chief economics correspondent for United Press International in Washington.

The present national staff includes three reporters on energy (with Peter Bernstein as chief energy reporter), two (including Curry) on the economy, two (including Young) on science, medicine and health, plus Miles Benson, Congress and politics; Philip Smith, national security and Jean Heller, automotive and general. Ms. Heller works out of Flint, Mich.

"We're still looking for another top-of-the-line reporter or two," Fichenberg says.

During the last year, the Newhouse Washington bureau offices at 1750 Pennsylvania Ave., a block west of the White House, have been expanded by more than 1,000 square feet and remodeled and a Harris 1420 VDT system, with 20 terminals, has been installed.

In addition to serving the 29 Newhouse newspapers, the Newhouse News Service is distributed nationally to some 130 newspapers by the Field News Service, whose components also include stories from the Chicago Sun-Times and the Baltimore Sun.

Krishna Gauer, director of the Field News Service, says "I consider the Newhouse News Service a critically important element of our wire. And it's getting better all the time."

Voted the best Texas sportswriter

Skip Bayless, lead sports columnist for the *Dallas Morning News*, was named Texas "Sportswriter of the Year" by the National Association of Sportscasters and Sportswriters.

Bayless was selected by a vote of his peers, as all sportswriters and sportscasters in Texas were eligible to vote. Denne Freeman of the Associated Press and Blackie Sherrod of the *Dallas Times Herald* were the other two finalists.

The association, which includes more than 1,000 members nationally, will honor its state and national winners at an awards program March 30-April 1 in Salisbury, N.C.

Bayless won the Texas award in the first year in which he was eligible. He joined the News as lead sports columnist in October 1978 after becoming nationally known for his work on the *Miami Herald* and *Los Angeles Times*.

200 leave paper under buyout offer

Over 200 employees have accepted the *New York News's* incentive buyout offer to members of The Newspaper Guild, the International Typographers Union, and the New York Stereotypers Union.

Management at the News refused to divulge details of its buyout program except to call it "successful."

Officials of the three unions involved in the program provided figures on the number of News employees from each of their respective locals who agreed to the buyout's terms.

The News's Guild unit chairman, Patrick Vallila, said "about 120" employees from his union have accepted the buyout. He added that "between 1,000 and 1,100" Guild members remained at the paper.

"Morale at the News is very low," Vallila stated. He called the News management's buyout plan "an assault on all the unions."

Vallila said the paper's buyout program was "good for an employee 62 or better" because it offered such individuals "a year—year and a half additional pay. For an employee 35 or 40, it may not be beneficial."

David Crockett, vicepresident of the ITU, estimated 73 employees from his union have accepted the buyout and said "about 600" ITU members still worked at the News.

"We don't oppose the buyout or encourage the men to leave," Crockett said. "We give the men the right to decide. There's been some sales talk (from management), but we don't allow any pressure."

The president of the New York Stereotypers Union, Jack Kennedy, said 32 members of his local took the buyout offer.

Fellowships given

Carnegie-Mellon University fellowships in business and economics have been awarded to five journalists for graduate study in the annual two month executive program at the university's Graduate School of Industrial Administration.

The fellowship winners are: Claudia Deutsch, management editor for *Business Week* magazine (McGraw-Hill, Inc.); Jo-Ann Huff Albers, Kentucky executive editor of the *Cincinnati Enquirer* (Gannett Co.); Edward Domaingue, special projects editor of the *Journal-Courier and Register* (Jackson Newspapers) in New Haven, Connecticut; Peggy Cerniglia, assistant director of current affairs programming for the national tv network of the Public Broadcasting System (PBS); and Don Lyle, business editor for the *Rocky Mountain News* (Scripps-Howard) in Denver.

More states will permit news photogs in courtrooms

By Lenora Williamson

Eleven states are now permitting courtroom photographic coverage on a permanent basis, with another 13 states currently involved in or having completed some experimental coverage.

Also, another 10 states are discussing possibility of experimental coverage by still cameras, television and radio.

In 1979, alone, four states moved onto the roster of those allowing some coverage permanently, following completion of experimental projects. They are Alaska, Florida, Tennessee, and Wisconsin—all with varying requirements on guidelines, exemptions, consent of parties, and court approval of coverage plans. Nevada will join the list in early 1980.

Other states allowing coverage on a permanent basis include Alabama, Colorado, Georgia, New Hampshire, Texas, and Washington. Again, the pattern of coverage permitted, exemptions, consent of parties, etc., varies widely.

Among states newly involved in experimental coverage are Arizona, Pennsylvania, and Iowa. California may begin a one-year experiment this Spring also, depending on upcoming action of its Judicial Council.

Iowa's one-year experiment allowing cameras and tape recorders in the state's courtrooms became effective January 1, by Supreme Court order.

The Iowa order mirrors recommendations made last October by a panel of judges, lawyers and news reporters. It allows coverage of nearly all court proceedings, as long as the judge feels coverage will not interfere with right to a fair trial. The experiment will be monitored and assessed in followup surveys by the Supreme Court in considering whether to make the change permanent.

The decision allows live or filmed television coverage of a trial for the first time in Iowa, and allows newspapers to have photo coverage of proceedings for the first time since the 1940s. Certain types of cases are excluded and persons whose objections have been sustained may not be photographed or recorded.

Pennsylvania's Supreme Court is allowing a one-year trial of camera coverage with a number of exemptions, and subject to discretion of the presiding judge. An individual may not be photographed if he or she makes objection known to the judge.

Arizona is past the half-way mark in its

one-year experimental coverage of appellate proceedings and the Supreme Court. A pooling plan was arranged by the Arizona Newspapers Association and Arizona Broadcasters Association.

The Alaska Supreme Court removed the restrictions on cameras and recorders in that state's courts last November at the conclusion of a year-long experiment in Anchorage courts. Permission has to be obtained from the judge and counsel for both parties and in trial court no witness, juror or party expressing prior objection may be photographed.

Additional states where experimental coverage has been conducted, or authorized, include: Idaho, Louisiana, Minnesota, Montana, New Jersey, North Dakota, Ohio, Oklahoma, and West Virginia.

Coverage is being considered and/or debated in: Arkansas, Connecticut, Delaware, Massachusetts, Mississippi, Nebraska, New Mexico, New York, Rhode Island, Utah, and Vermont.

The House of Delegates of the Arkansas Bar Association last Fall recommended judges be authorized to allow cameras and live broadcast and recording of trials, subject to guidelines, if participants give consent.

The House of Delegates of the New York State Bar Association endorsed television and radio coverage of criminal and civil trials during its annual meeting in New York City January 25.

The vote, 34-22, reversed the association's stand of last year. The House of Delegates added a proviso that could limit actual practice by reversing recommendation of a bar association committee that only the presiding judge and not the lawyers have power to decide when to open the courtroom.

Some states require prior approval of all parties and/or restrict photographing some parties.

Recently, Judge Lawrence H. Cooke, chief judge of the Court of Appeals, had established a committee of judges, lawyers and journalists to recommend whether broadcasters should be allowed in the state's courts and under what guidelines.

Highest ever

The *St. Louis Post-Dispatch* raised \$266,130.54—the highest total in the 29 years of the Christmas Fund. The amount was \$16,566 more than was contributed in 1977, the previous high year.

AP to operate Convention wire

The Associated Press will operate a special high-speed Convention Wire for reporters and editors at the 1980 national political conventions.

The AP Convention Wire will be filed directly from AP's convention workrooms at convention sites in Detroit and New York, and will operate at 1,200 words per minute.

The circuit will carry all of AP's general convention coverage, plus dozens of stories daily from the large AP staff covering state delegations.

It will include AP's updated delegate preference count, plus an extensive daily calendar of events at the convention. Spot advisories will move frequently on developing news such as demonstrations, receptions, news conferences, caucuses, VIP arrivals and the like.

The service will include related stories from outside the convention cities, plus special hourly summaries of top news events elsewhere.

The AP Convention Wire will begin operations one week before each convention to provide detailed reports on all pre-convention activities, including action of the platform, rules, credentials and other committees.

The wire will operate 24 hours a day. It will operate July 7 through July 18 for the Republican National Convention in Detroit, and will operate August 4 through August 15 at the Democratic National Convention in New York.

The service may be ordered through AP bureau chiefs in each state, or through Reid Miller and Anthony Catella in the AP's Washington, D. C., bureau.

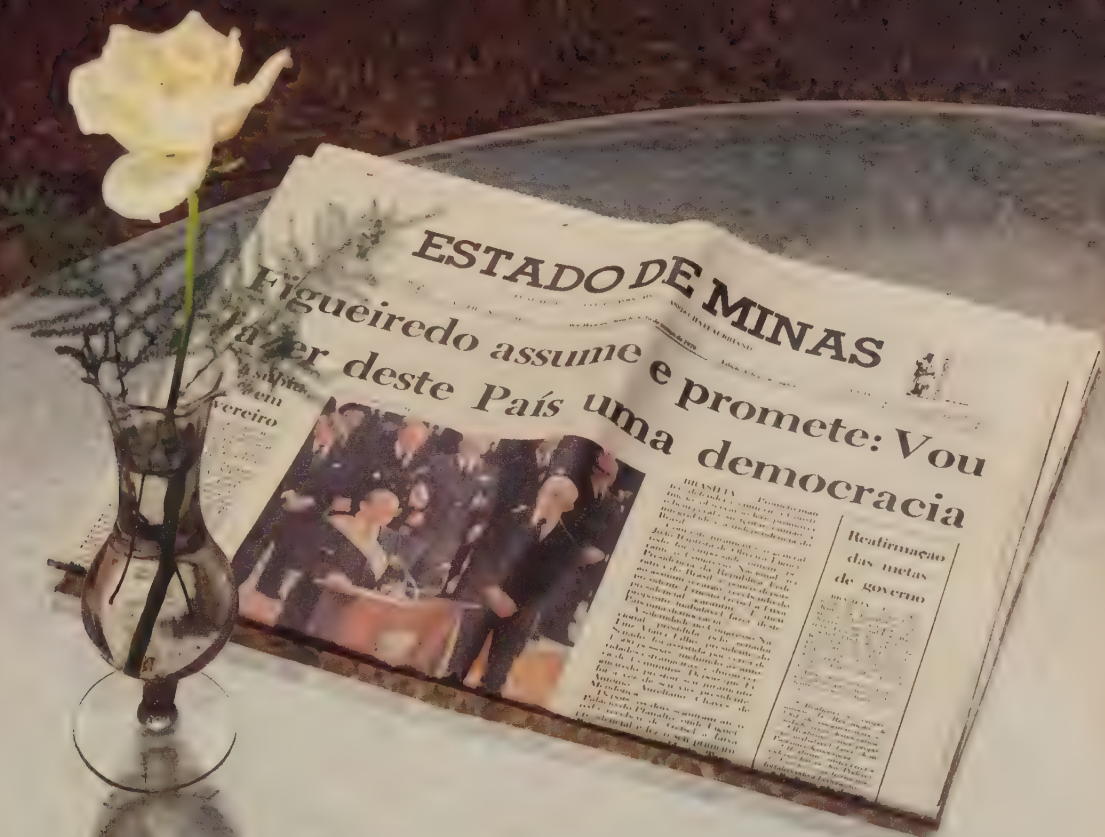
Reputed mobsters' trial open to photogs

Photographers will be allowed to cover a trial of eight reputed mobsters that is scheduled to start March 4 in Freehold N.J.

A Superior Court judge in Freehold, N.J. refused to ban photographers from the trial, saying it did not appear that allowing photographs during the trial would be prejudicial to the defendants. Judge Marshall Selikoff rejected the motion by attorney Miles Feinstein, who represented one of the defendants, Anthony DeVingo of Roseland.

The defendants include Ruggerio "The Boot" Boiardo, said to be the captain of the crime family of the late Vito Genovese, and James Vito Montamaterano, Louis Ferrari, Carmen Sica, Thomas "Pee Wee" DePhilips, Anthony Lardiere Jr., and Andrew N. Gerado all of New Jersey.

Judge Michael R. Imbriani is expected to preside over the trial.



Their easy conversion to Metro-Offset is easy to explain: Goss service support.

On October 23, 1978, Estado de Minas completed installation of a new Goss Metro-Offset press system at their plant in Belo Horizonte: 6 press units, a half-deck, a 2:1 folder and six 3-arm reels. The following March, their morning paper went on edition — and two months later, their evening paper.

The managing director, Camilo Teixeira da Costa, gave much of the credit to us. "Without Goss service support and training," he said, "we could never have done it so fast or so smoothly. Their extensive assistance was a major contribution, since training crews here in Brazil is difficult on any new press. On a new process, it would have created

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a severe problem.

"I had heard," continued da Costa, "that Goss has a tradition of carefully selecting press erectors to assist Latin American newspapers in smooth startups — and I believe it. The one who helped us was excellent — in technical knowledge, special skills and ability to communicate.

"Our conversion is now paying significant dividends, both in improved quality and reduced operating costs. In fact, the Goss Metro-Offset system has met our expectations in every way —

increased productivity, added flexibility and positive reactions from our readers and advertisers."

For more information on Rockwell International's Goss newspaper printing products, contact your local Goss representative or MGD Graphic Systems Americas Company, Rockwell International, 2600 Douglas Rd., Suite 805, Coral Gables, Florida 33134. Phone: (305) 442-4711. Telex 808061.



**Rockwell
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...where science gets down to business

Readers found satisfied with their newspaper

Newspaper readers may think their hometown paper is biased and too sensational, but that doesn't mean they aren't satisfied with it, two Michigan State University researchers have found.

Dr. Judee Burgoon and her husband, Dr. Michael Burgoon, have surveyed about 15,000 readers and nonreaders of Gannett newspapers in 13 cities. People who said they were satisfied with their newspapers found the papers to be competent, trustworthy and courageous, but many of those same people also rated the papers lower on objectivity and sensationalism.

"We're not exactly sure why," said Judee Burgoon, "We're not sure whether it's the way they expect newspapers to treat the news or whether they expect newspapers to have some bias."

Their research, done under a contract with Gannett, has shown that a majority of people spend 30 minutes or more reading their hometown paper at least five times a week. And many of those readers also spend about 45 minutes a day watching local and national news on television.

"The consumption of one tends to help the consumption of the other," said Judee Burgoon.

Most newspapers seem to fill the most important functions: immediacy, thoroughness and local awareness of what's happening in the community, according to the Burgoons, who work in the Department of Communication at MSU.

The Burgoons compared television to the newspaper in one market. In that survey they found television to be more immediate than the newspaper, but on all other aspects of coverage the newspaper was found equal to or better than television.

The Burgoons' research was based on telephone interviews with about 600 to 800 residents in each city, although some samples were larger. The people were called long distance from East Lansing and spent about 20 minutes each answering questions about how they viewed the image of their newspaper in the community.

The Burgoons were invited to talk at a First Amendment Congress in Philadelphia on a panel with Dan Rather of CBS and national pollster George Gallup. They found themselves strongly disagreeing with conclusions drawn from a recent Gallup survey. The survey seemed to imply that the public had serious concerns about the press.

About 34% of the people in the Gallup survey said in their own experience with a newspaper, it had gotten the facts wrong, while 47% said the newspaper

had gotten the facts straight.

"I think all of us have a story about when a newspaper got the facts wrong," said Judee Burgoon, "but that doesn't mean that, overall, people feel the newspaper is inaccurate."

The Burgoons pointed out that Gallup asked only four narrow questions. Gallup also reported that 37% of those surveyed favored stronger curbs on the press, but the Burgoons aren't sure people understood the question because another Gallup question seemed to turn up another view.

About 69% of those surveyed by Gallup said they did not think reporters should be forced to reveal confidential sources in court and another 21% said they should.

According to the Burgoons, the 69% seem to strongly support the press.

They feel people have more negative feelings about the generic term "the press," than they do about their own papers.

Michael Burgoon compares the feelings the public has about the institution of the press to the feelings many have about the medical profession. Many people say they are dissatisfied with the medical profession, but few of those say they are dissatisfied with their own physician.

Michael Burgoon is an associate professor in communication and Judee is an assistant professor in communication.

Courtroom closed by Vermont judge

Vermont's two largest daily newspapers plan to appeal the first-ever order closing a courtroom in that state.

Legal counsel for the *Burlington Free Press* and the *Rutland Daily News* said that they would ask the state Supreme Court at Montpelier to overrule a judge's order barring the press and public from a pre-trial hearing in an assault case.

The newspapers decided on the appeal after District Judge George Ellison refused their second request to open the hearing.

Florida Bar lauds murder trial stories

The *Miami Herald's* coverage of the Theodore Bundy murder trial in Tallahassee won the top award in the Florida Bar Association's media contest. The citation named reporters Gene Miller and Jim Buchanan.

In circulation categories, first place winners were: *Miami Herald* (Barry Bearak, Carl Hiaasen, Steve Doig and Sara Rimer) for a series on the death penalty; *Tallahassee Democrat* (Don Pride) for a psychopathic portrait of Theodore Bundy.

Affiliated splits, 3 for 2

Affiliated Publications, Inc. announced that its Board of Directors has approved a 3 for 2 stock split to be effected in the form of a 50% stock dividend and voted to increase the quarterly dividend.

The stock dividend, the first since the company went public in 1973, will be payable February 14, 1980 to shareholders of record on January 31, 1980. Shareholders of fractional shares as a result of the stock dividend will receive a cash payment in lieu of stock. The cash payment (adjusted for the dividend) will be computed on the fair market value of the stock on the record date.

The directors also voted to raise the quarterly dividend rate from \$.20 per share to \$.24 per share. The new dividend, which adjusted for the stock split will be \$.16 per share per quarter, will be payable on March 3, 1980 to shareholders of record on February 26, 1980. This dividend increase represents the seventh consecutive yearly dividend increase. Issuance of the new stock certificates and payment of the cash dividend will be handled by The State Street Bank & Trust Co., transfer agent for Affiliated.

Wm. Davis Taylor, chairman of the board, said that the dividend increase was possible due to the company's strong performance in 1979 and the directors' continued confidence in the future for Affiliated.

Taylor said that the stock dividend was voted specifically to increase the company's effective float, thereby making the stock available to a broader range of investors. The dividend will increase the number of Affiliated shares issued and outstanding to approximately 5,150,000.

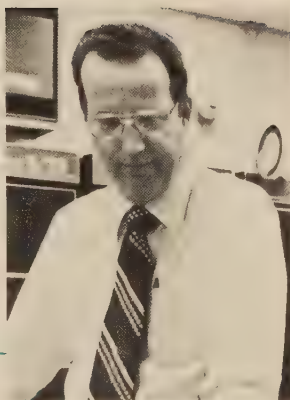
Affiliated Publications is the parent company of the Boston Globe and Affiliated Broadcasting, Inc. which owns and operates 8 AM and 8 FM radio stations located in White Plains, New York; Cincinnati, Ohio; Sacramento, California; and Seattle, Washington.

Moon suit dismissed

New York State Court of Appeal has dismissed a libel suit brought by the Rev. Sun Myung Moon's Unification Church against the New York Times. In the \$45 million suit, the church claimed that the articles, published in March, 1978, falsely alleged ties between the church and the Korean Central Intelligence Agency. In a unanimous decision affirming lower court opinions, the state's highest court concluded that the newspaper articles were "as a matter of law, 'fair and true' accounts of intelligence reports."

“The Times-Picayune is delighted to add United Press International to its existing news services. This is an effort to strengthen our commitment to our readers—to give them the widest possible exposure to news wherever it happens, anywhere in the world.”

Ed Tunstall
Ed Tunstall, Editor
The Times Picayune



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A PROGRESS REPORT FROM THE WALL

The following letter, reprinted from The Wall Street Journal of January 7, 1980, carries forward a custom begun two years ago. It reflects our conviction that publishing The Journal is a public trust and that we are, first of all, accountable to our readers.

To the readers of The Wall Street Journal:

The decade of the 1970s was one of striking progress for The Wall Street Journal, thanks largely to your support. We enter the Eighties determined to improve and expand The Journal's news coverage and service to you in significant ways.

I want to share with you a few high points of the decade just ended and then tell you of The Journal's plans for the coming year and beyond.

- It was toward the end of the 1970s that The Journal became the nation's largest newspaper in circulation. It added roughly 100,000 in 1978, then another 160,000 in 1979, the largest gain in its history. Its circulation of 1,775,000 at the end of last year was about twice that of The New York Times, three times that of The Washington Post, and 80% of the combined circulation of Business Week, Fortune and Forbes.

- It was in the 1970s that The Journal became the first to publish by space satellite. To speed delivery to you, our national network of printing plants was increased from eight to twelve, and most were converted to send or receive images of each page transmitted via a satellite 22,000 miles over the equator.

- It was in the 1970s that The Journal leaped overseas, with the start of The Asian Wall Street Journal (whose own circulation was up 32% last year), and expansion of AP-Dow Jones' international economic wire services into 40 countries.

- It also was in the 1970s that The Journal leaped further into the electronic age by offering news from its pages, from Barron's, from the Dow Jones News Services and others for instant retrieval from a computer. This retrieval system, which has more than 8,500 subscriber terminals and is growing rapidly, makes us the world's largest provider to offices and homes of news-on-demand services.

- The Journal's goal—and that of its parent company, Dow Jones & Company—has never been to be biggest but rather to be best in the business news field—to excel in the quality and usefulness of the information and service it provides for you. To that end, The Journal's editors in the 1970s added new columns (such as Your Money Matters and the Manager's Journal), added a Board of Contributors to the editorial page, expanded coverage of leisure and the arts with a new op-ed page on Fridays and Mondays, increased international news coverage and added news bureaus at home and abroad. News bureaus in Minneapolis and Peking are the latest additions in The Journal's 25-bureau network.

As The Journal's circulation increased in the 1970s, the demographic characteristics of your fellow-readers were not diluted. On the contrary, The Journal more than ever before, is a paper on the move for men and women on the move. In terms of education, income (after inflation adjustments) and professional attainments, The Journal audience today is more dynamic and

successful than ever in the past. That's a prime reason why advertisers last year increased ad lineage more than 50% over as recent a year as 1975. The Journal has always had what's called a "class audience." Some might say that as the nation's largest newspaper it now can also claim a "mass audience"—with the unique distinction that The Journal's mass is all class.

LOOKING AHEAD TO THE 1980s.

As we move into a new decade, the 1980s—a decade in which both The Journal and Dow Jones & Company will mark their 100th birthdays—preparations are under way to try to discharge even more effectively our primary responsibility: to serve you, our readers, even better. Nothing is more important to The Journal and to Dow Jones than continuing, day in and day out, to earn and re-earn your confidence and trust.

Here are a few of our plans for 1980 and the period immediately beyond:

- Toward the middle of the year, news coverage will be extended and special columns added in fields ranging from real estate to regional trends. The space in the paper devoted to news will be increased about 10%. The aim will not be to add to your reading time; Journal editors, conscious of how much busier our readers are than most, work hard to be concise, to stick to essentials, to avoid imposing on your time with frills. The aim will be to give you more news you can use.

- Also toward the middle of the year The Journal's foreign news coverage will become more comprehensive, better organized—a reflection of the increasing impact of events overseas on American lives and American business.

STREET JOURNAL AS THE 1980s BEGIN.

• Other improvements will follow toward the end of the year or in early 1981, probably including expansion of editorial page opinion coverage to an op-ed page five days a week.

• To make delivery to you more efficient and to improve the quality of reproduction, new Wall Street Journal printing plants will be opened this year and next outside Chicago, at Bowling Green, Ohio, and at Sharon, Pa. Others are expected to be built later in Iowa and other parts of the country. These plans follow the opening of new printing plants in Orlando in 1975, Seattle in 1978, Denver in 1979.

• Private delivery of The Journal, outside the postal service, is being rapidly expanded, and by the end of 1983, we hope to serve 35% of our subscribers this way. The aim is to get the paper to you more promptly. The aim also is to get the paper to you more economically, helping us in the process to limit the price increases we are obliged to ask.

The Journal's annual postal bill during the decade of the Seventies rose from under \$6 million to more than \$38 million, due mostly to rate increases of 392%. And the cost continues to climb much more steeply than the consumer price index. We have not passed along to you the full impact of these increases; today 55% of what we charge you for a year's subscription goes to the postal service compared with 15% at the start of the 1970s. Journal subscription prices, including subscription price increases taking effect this month, since mid-1971 have risen less than the consumer price index.

As we look forward to the Eighties, there are many more wide-ranging challenges than postal inflation that will be carried over from the 1970s—most important the critical problems such as energy and inflation that confront all Americans. There is one other to which we

in the newspaper business appear more sensitive than the public at large.

THE ROLE OF THE PRESS.

The Seventies were marked by serious setbacks to the First Amendment rights of all Americans to be kept fully informed about their government and society. The Eighties promise new threats to these rights.

The past few years have seen courts authorize police searches of newsrooms, exclusion of the public and press from increasing numbers of trials and pretrial proceedings, and a multitude of efforts to compel newsmen, by subpoena and jail sentences, to disclose confidential sources on whom much news-gathering depends, particularly in the exposure of official corruption. Often this new censorship and intimidation have been encouraged by the acquiescence of a public increasingly cynical and suspicious of the press.

One of the challenges of the 1980s for all of us is to try to make two essential facts about the function of a free press more widely understood:

• All the talk about the First Amendment rights of the press is not about special privileges for newspaper reporters and publishers, but about rights of the public—the right to be kept informed, the right of the governed to have a surrogate watching the governors. The First Amendment wasn't drafted for the publishers' benefit but for the public's.

• And, when the Founding Fathers provided for a free press, when Jefferson and before him John Milton and John Stuart Mill argued for press freedom, they certainly never assumed the press would always perform well and act responsibly, would always know the truth

and tell the truth. In light of the low-quality press, the propaganda sheets of their day, they assumed we would have to suffer a goodly share of fools and rogues in the press. But they believed that through diversity, out of the vast welter of conflicting ideas that would be put before the public, the truth would emerge. And that it would emerge more effectively than through any efforts to impose standards of truth from the outside or through any other means yet devised. The evidence over 200 years—at the local courthouse level as well as at the broader levels of Vietnam and Watergate—is that the truth does indeed emerge in this fashion.

James Madison summed it up this way: "Some degree of abuse is inseparable from the proper use of everything, and in no instance is this more true than in that of the press. It has accordingly been decided... that it is better to leave a few of its noxious branches to their luxuriant growth, than, by pruning them away, to injure the vigor of those yielding the proper fruits."

Now, more than 200 years later, we are entering a new decade in which the economic and political uncertainties at home and abroad and the complexities of government, society and technology are greater than ever before. The editors and staff of The Wall Street Journal are acutely conscious of our responsibility to provide you with the information and insights essential to understand and grapple with the issues of the Eighties—and to do so accurately and fairly. We are dedicated to being worthy of your trust and confidence.

Cordially,



Warren H. Phillips
Chairman and Chief Executive,
Dow Jones & Company
Publisher, The Wall Street Journal

Tillotson to handle group acquisitions

Dolph Tillotson, president of Boone Publications Inc., Tuscaloosa, Ala., and until last week president-publisher-editor of the *Oskaloosa* (Ia.) *Daily Herald*, has moved his offices to Tuscaloosa. His successor as president-publisher of the Iowa newspaper is Ben Shurett, formerly of Tuscaloosa.

The company Tillotson heads is one of three newspaper publishing companies that make up the Boone Newspaper Group that operates from Tuscaloosa. Tillotson will work with the publishers of several of the group's newspapers, in acquisition of additional newspapers and will set policy for those who manage the group's centralized accounting center. His office is at 2615 6th St. in Office Park.

Tillotson, 30, began work as a reporter for the *Tuscaloosa News* in 1969 while a student at the University of Alabama. After graduation from the University in 1972 he became city editor of the *News*.

Tillotson became editor and general manager of the *Natchez* (Miss.) *Democrat*, another Boone group publication, in 1973. He had been publisher of the newspaper in Iowa since December 1975 when the *Oskaloosa Daily Herald* was purchased.

During his time in Oskaloosa, Tillotson was selected as the community's Outstanding Young Man of 1976 by the



Tillotson



Shurett

Oskaloosa Jaycees. He served on the boards of the Oskaloosa Chamber of Commerce, the Oskaloosa YMCA and the South Central Iowa Mental Health Center. He was president and drive chairman of the community's United Community Services effort in 1978. He also served on the board of directors of the Iowa Daily Press Association.

Tillotson and his wife, the former Martha Cowden, recently were appointed to the Board of Overseers of William Penn College, a four-year liberal arts college in Oskaloosa.

The Oskaloosa newspaper now headed by Shurett, 28, has 7,000 circulation daily, a weekly shopping guide with distribution of 21,000 and a commercial printing operation that serves a number of Oskaloosa-area newspapers and shopping guides.

Shurett, a Tuscaloosa native, graduate of Tuscaloosa High School and the University of Alabama, left a basketball coaching career to join the Tuscaloosa

News as an advertising salesman and participant in a management development program in August 1978.

Shurett had served as a student assistant basketball coach at the University of Alabama and as head coach at Huntsville, Guntersville and Tuscaloosa high schools.

Shurett moved to Oskaloosa as advertising director of the *Herald* in April 1979.

James B. Boone Jr. of Tuscaloosa is chairman of the Boone Newspaper Group and Charles H. Land is president. Boone is president of Tuscaloosa Newspapers Inc. and Land is president of Boone Newspapers Inc., the other two companies in the group. Land also is editor and publisher of the *Tuscaloosa News*.

The Boone Newspaper Group includes 29 different publications in Alabama, Georgia, Iowa, Mississippi, Missouri, New Mexico, North Carolina and Ohio.

Gift to fund j-professorship

A Robert B. Atwood professorship in journalism will be established at the University of Alaska, Anchorage.

The chair is made possible by a gift of \$100,000 from Atwood, publisher of *Anchorage Times*, and his wife, Evangeline.

The gift is contingent on the Legislature's approving an associate professorship in journalism.

The teacher and the Atwood professor will form the school's first full-time faculty in journalism.

The Atwoods gave \$250,000 last November to Alaska Pacific University.

N.Y. Times buys satellite facility

The *New York Times* has bought from Arlen Realty Inc. a building and site that houses its satellite printing plant in Carlstadt, N.J.

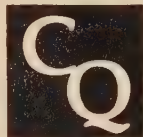
The Times said that the \$9 million purchase price included about 30 acres as well as the building, at 600 Washington Ave. in the Meadowlands area.

About 60% of the Times, including more than a third of its daily papers, is printed at the plant. Lightweight printing plates are made there from laser-generated page images transmitted by radio from the paper's Manhattan offices.

Weekly acquired

The weekly *Thomaston* (Conn.) *Express* has been sold by the Northwest Publishing Corporation of Litchfield, Conn., to the *Bristol Press* Publishing Company, publisher of the daily afternoon *Bristol* (Conn.) *Press*. Purchase price was not disclosed.

EDITOR & PUBLISHER for February 2, 1980



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That's what noted political writer Theodore H. White has to say about Congressional Quarterly's political coverage. And for good reason. Next year, aside from our regular weekly coverage, you can expect the following special publications from CQ:

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- ☐ In October — **Final Outlook Special Report** for all 435 House races, 34 Senate contests and 13 gubernatorial elections. We'll also give you outlooks on the presidential race in each of the 50 states. Sent free to CQ subscribers; \$15 to non-subscribers.

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What's our digital microwave system doing at The New York Times?

Making news.

The New York Times wanted to transmit images of newspaper pages from the composing room at their main office to their new satellite plant in New Jersey. They wanted it done in the fastest, most economical way possible — and we proposed to do it with an all-digital microwave system.

Specifically, we transmitted a 12-GHz microwave signal from a 6-foot parabolic antenna atop the Times Building to an 8-foot by 10-foot passive reflector atop the Paramount Building, and on across a 6.2-mile path to a 10-foot receiving antenna in Carlstadt, N.J.

We used our MDR-12 Digital Radio and DMX-13 Muldem equipment, which is capable of transmitting high speed data from up to seven separate laser plate-making readers simultaneously.

The technology that's now making news at *The New York Times* is no news to us. We've been making and installing microwave systems for over 25 years. We were among the first to offer the advantages of digital technology. Our customers include telephone companies, pipeline companies, railroads, U.S. government agencies and governments abroad.

Another plus factor that may be news to you: We're part of the same company that manufactured the Rockwell-Goss Metroliner presses that are installed in *The New York Times'* plant in Carlstadt, N.J.

Our other areas of communications technology include: Voice/message switching systems • Earth stations for satellite communications systems • AM/FM radio broadcast equipment • Transmission test products.

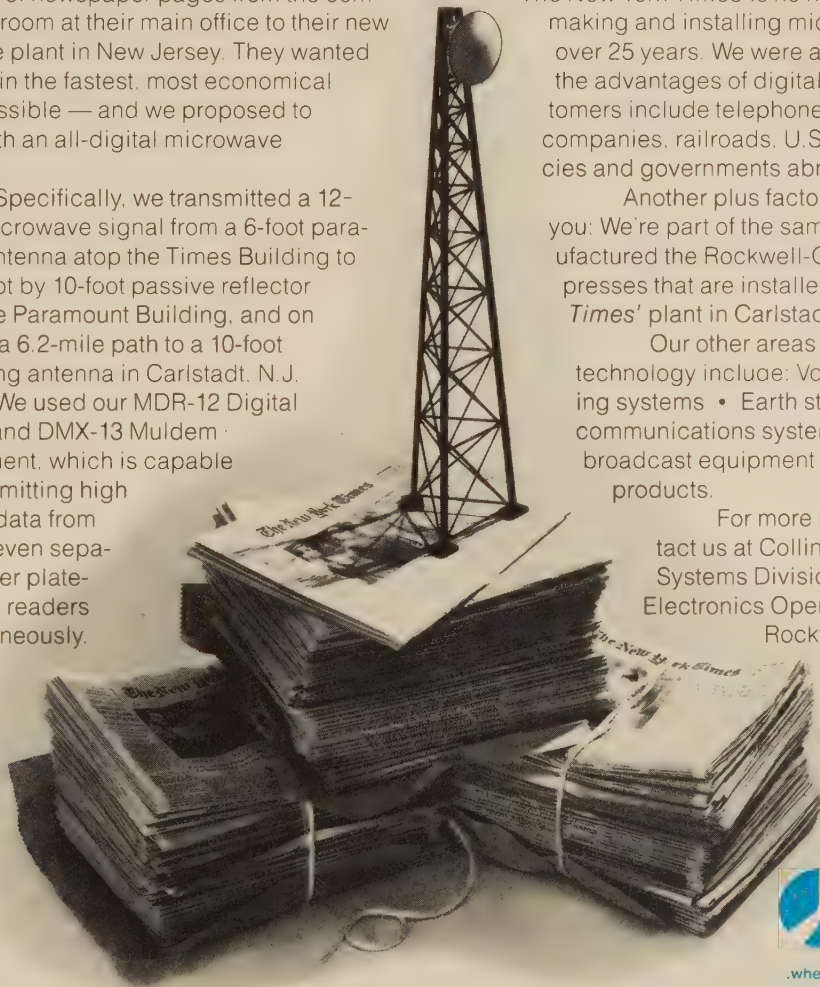
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Reporters to appeal trespass conviction

Attorneys for at least some of the nine journalists convicted by an Oklahoma District Court judge of trespassing for following a crowd of demonstrators onto the construction site of a nuclear power plant (*E&P*, Jan. 26), plan to appeal the case.

James Sturdevant of the Tulsa law firm representing two newsmen from the Gannett Co.-owned KOCO-tv, Ronald Stahl and William Collard, said a motion for a new trial will be filed.

He said if this is rejected by the District court, a notice of appeal of the Court of Criminal Appeals of the State of Oklahoma will be filed.

He said it could be 6 to 8 months before a definitive ruling is made by the State Appellate Court.

The nine journalists were fined \$25 each by Judge David Allen Box earlier this month for following 300 demonstrators onto the construction site during a demonstration last June.

Box ruled that although the power company's activities were subject to news coverage, that the media's right to access on the power company's property was limited and that reporters should have remained in a "viewing area" set aside by power company officials.

In addition to Stahl and Collard, other journalists convicted included: Eli Nixon and Mark Emerson of the *Grove* (Okla.) *Sun*; Vicki Monks of KWTU, Oklahoma City; David McDaniel, *Daily Oklahoman*; Ben Bernstein, University of Oklahoma's *Oklahoma Daily*; Michael Kelley, *Springfield* (Mo.) *News and Leader*; and Steven Wolfson.

Another tv reporter and cameraman who were arrested for following the demonstrators onto the site pleaded guilty at the request of their employers.

Jack Landau of the Reporters Committee for Freedom of the Press indicated that his organization would file an amicus brief supporting the journalists in the event the appeal is filed.

"I don't think they broke the law," Landau said. "Trespass laws are set up to give the owners exclusive use and quiet enjoyment of their land," he said. "The couple hundred demonstrators who marched onto the land intended to deprive the company of its exclusive use of its property. The reporters didn't. They were innocent bystanders. There was no criminal intent on the part of the reporters. Their intent was to report on the demonstration."

Landau said a N.Y. Court of Appeals has stated that a public utility company waves certain rights as a monopoly and one of those rights waved is the "sacredness" of its property.

"They're complaining about their private rights," Landau said, "yet they set up a hearing area (for reporters to cover

the demonstration.)"

In his decision, Judge Box stated that he could have ruled in favor of the reporters if they had proven that they could not have covered the demonstration by any other way. The Judge pointed out that those reporters who remained in the roped off area obtained essentially the same information as those reporters who accompanied the demonstrators onto the construction site.

20 rejoin Guild at New York Post

Twenty of the *New York Post's* 26 member Queens-Long Island home delivery staff have returned to membership in the Guild after obtaining job security under the Guild contract's union-security clause.

At the same time, Post management is attempting to dismiss six of those staffers—all of them home delivery circulation advisors (who work with the franchise dealers to coordinate home delivery of the paper.)

The home delivery staffers formerly worked for the *Long Island Press* and joined the Post when Rupert Murdoch took over the Press' home delivery operation (when the Press closed down) in 1977.

They joined the Guild at that time, however, when the Buckley—AFTRA court decision came down in the spring of 1978, most decided to take advantage of it.

The Buckley—AFTRA decision allows employees at union shops to continue to work there without holding union membership, as long as they continue to pay union dues.

Post Guild officials waited until the home delivery staffers were at the paper long enough to obtain job security and then began an active effort to recruit them back into the Guild.

Under the Post's Guild contract, those employees on the payroll prior to June of 1978 have job security after 2 years and can only be dismissed through arbitration if management proves that the financial stability of the newspaper would be substantially impaired unless those people were laid off.

Post management notified the six staffers that because home delivery circulation is down, they will be dismissed. Home delivery circulation is reported to be down from a high of 150,000 in 1977 to 104,000 now.

A Guild representative said the reason home delivery circulation is down is because the price has been steadily increased so that it is now the same as the newsstand price. Originally, the representative said, the Post gathered new home delivery subscribers by offering the paper at an extremely low price.

No date has been set for the arbitration hearing.

Four consultancy contracts have been awarded to begin a \$50,000 feasibility study of a proposed News Media Museum and Hall of Fame to be located in Utica, N.Y. in the building that once housed the famous *Saturday Globe* national weekly.

Funding for the study, 116th District Assemblyman Nicholas J. Calogero announced, was appropriated in the New York state supplemental budget passed last June.

The Bagg's Square Association of Utica, the coordinating organization for the study, awarded primary contracts to the following firms and specialists:

Booz-Allen and Hamilton of Bethesda, Md., to investigate interest and possible participation in such a project;

Prof. John C. Behrens, coordinator of journalism studies at Utica College of Syracuse University and curator of the NCCPA Student Press in America Archives, to serve as the journalism history consultant who will help determine and define the areas of media to include;

E. Steven Wright, curator of the Erie Canal Village of Rome, N.Y., to conduct the design and exhibit study; and

Stetson-Dale Architecture and Engineering of Utica which will be the reservation architecture consultant. The firm of Crawford-Stearns and Coffey of Syracuse will act as preservation consultants to Stetson-Dale.

Bagg's Square President Richard N. Miller named Ann Johnson, executive director of the association, as the overall director of the feasibility study.

The proposed News Media Museum and Hall of Fame would house a collection illustrating the history and development of print and electronic news media in America to attract tourists and communication scholars to view and study local, state and national displays and a repository of materials, if found feasible.

The Saturday Globe building, currently unoccupied in the historic Bagg's Square section of downtown Utica, once housed the offices of the popular weekly during the 19th and early 20th centuries.

Tv reporter seeks release from contract

A Federal antidiscrimination suit was filed this week by John Johnson, a reporter and Saturday co-anchorman for WABC-tv news in New York.

Johnson, who is black, charged that the station refused to release him from his 3-year contract to take a better job.

Johnson's lawyer, Leo Kayser, said the reporter who now earns \$125,000 a year, was offered more than \$200,000 a year to become an anchorman on Turner Cable News, Atlanta.

Johnson has worked for WABC-tv for 12 years.



COMPUGRAPHIC 8600 is a high-speed digitized CRT typesetter that produces typography at 650 lines per minute. Its microprocessor and memory storage permit on-line access to 100 typefaces.

Phototypesetter rated at 650 lines

Compugraphic Corporation announced (January 23) a CRT phototypesetter, model 8600 for the newspaper industry.

The 8600 is a high-speed typesetter capable of setting over 650 8-point, 11-pica lines per minute. The system produces type from 4 to 118 point range with sizes available in 1/2 point increments. Unit has 24 inch reverse leading.

Model 8600 is available in a 45 pica length and a 68 pica length with the 45 unit upgradable to 68 picas.

Data storage of the system permits instant access to 100 typefaces with a full complement of pi fonts, logos, and up to 100 formats containing up to 2560 characters.

The system has two input ports so it can accept data from two compatible sources.

First production units are ready for shipment.

Deaths

JAMES D. HAGGERTY JR., 70, editor, *Woburn (Mass.) Daily Times*; January 1.

J.R. MACDONALD, 67, *Ottawa Journal* editor for 14 years; January 5.

EVERETT TENNANT RATTRAY, 47, editor of *The East Hampton Star*, Long Island, New York; took over the newspaper in 1961 from his mother, Jeannette E. Rattray; became known for publishing one of the most literate weeklies in the country; January 14.

WALTER JOYCE, 57, former editor of *Printers' Ink*, who joined Philip Morris Inc. in 1972 where he was chief editorial specialist; January 17.

ROBERT FUOSS, 67, former editor in chief of *Saturday Evening Post* and public relations executive for Federated Department Stores; January 27.

EDITOR & PUBLISHER for February 2, 1980

Snowmelt flood media workshop

National Oceanic and Atmospheric Administration, in cooperation with the Radio and Television News Directors Association, is conducting a Spring Snowmelt Media Workshop on February 29-March 1 in Minneapolis.

NOAA's public affairs director, William J. Brennan, said the workshop is an effort to make flood coverage easier.

"Almost every year in the upper Midwest, spring flooding abetted by melting snow results in major news stories of significant local, regional and national interest," he said.

"On occasion, some news organiza-

tions have difficulty in keeping up with breaking flood stories because of problems in identifying authoritative sources of information, confusion regarding flood terminology, and unfamiliarity with how flood outlooks and forecasts are made."

NOAA National Weather Service River Forecast Center is located at 6301 34th Ave., South, Minneapolis. Registration will take place here.

Newhouse ferryboat

Mayor Edward Koch of New York City, announced that a new Staten Island ferryboat, due next winter, will be named for Samuel I. Newhouse, the late publisher of the *Staten Island Advance*.

You Could Be Only 7mm Away From Saving a Bundle.

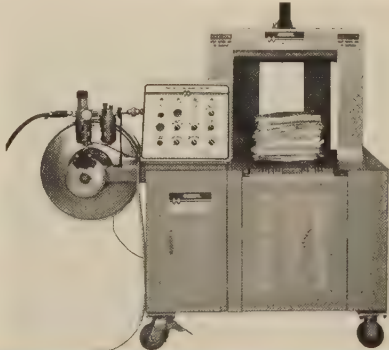
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Newspeople in the news



STILL WORKING—If a picture is worth a thousand words then these three photo journalists have filled a library. *Indianapolis News* photographers Bill Palmer (left), Horace Ketring and George Tilford each celebrated a half century with the paper during 1979. All three are still going strong. Not so for the old four-by-five speed graphics they're holding, unfortunately.

DAVID C. MILLER, 32, county editor, succeeded PAUL W. JONES as editor of the *Bowling Green* (Ohio) *Daily Sentinel-Tribune*. Jones retired after serving as editor for more than 26 years. MINNIEBELLE CONLEY, 81, retired after being woman's page editor for more than 52 years.

JACK W. ZIMMERMANN, 53, assistant executive editor, *Rochester* (N.Y.) *Democrat & Chronicle* and *Times-Union*, was named an assistant managing editor of the *Daily Oklahoman* and *Oklahoma City Times*.

BARBARA HOLLIDAY, a founding member of the National Book Critics Circle, was named book editor, *Detroit* (Mich.) *Free Press*. BILL LAITNER, a researcher for Ac-

tion Line, was promoted to editor of that column.

TONY MANGONE, display ad manager, *Palm Beach* (Fla.) *Post and Evening Times*, was promoted to ad director. WALTER SCHRAM, JR., national ad manager, has replaced Mangone. JOHN J. DROTAR, a supervisor of display and classified sales representatives, has taken over as national ad manager.

KEITH HUSO, manager of accounts payable, *Minneapolis* (Minn.) *Star and Tribune*, was named assistant to the director of Accounting.

RAYMOND F. BURNETT, credit manager, *Gannett Rochester* (N.Y.) *Newspapers*, has joined Empire Newspaper Supply Corp. as Purchasing manager.

THOMAS L. WHITE, 33, former managing editor, *Billings* (Mont.) *Gazette*, was appointed editor, *El Cajon* (Calif.) *Daily Californian*. He replaced ALLAN SMITH, who resigned last October.

JAMES A. CATO, news editor, *Myrtle Beach* (S.C.) *Sun News*, was named managing editor.

CARRIE THOMAS, 28, previously director of investor relations, was appointed director of corporate relations for the Singer Co.

RICHARD LINDSLEY, assistant managing editor, *Ogden* (Utah) *Standard-Examiner*, was given prime responsibility for organization of a new, electronic copy desk. GEORGE HAMILTON, former *Standard-Examiner* wire editor, was promoted to assistant news editor and MARILYN KARRAS, former city reporter, was promoted to copy editor. Newly acquired copy desk personnel at the *Standard* include DAN CROFT, former managing editor, *St. George* (Utah) *Color County Spectrum*; SUZANNE DEAN, former assistant professor of journalism at the University of Wyoming; STEVE SAUNDERS, former news editor of the *Park City* (Utah) *Record*, and SHEREE JOSEPHSON, former staff writer for the *Colorado Springs Sun*.

TIMOTHY J. STACY, regional sales manager, *Suburban Trib*, the *Chicago Tribune's* zoned edition, was named display advertising manager. WILLIAM E. STEIGER, sales manager of retail advertising for the west division, was appointed marketing manager.

TIMOTHY J. GETTE, 33, former assistant to the publisher and promotion director, *San Angelo* (Tex.) *Standard-Times*, was named senior market research analyst, Bell Helicopter Textron, Fort Worth, Texas.

HOWARD R. DUVALL, assistant classified ad manager, *Bloomington* (Ill.) *Daily Pantagraph*, was promoted to classified ad manager, replacing FRED LAREY, who resigned.

RICK BEATY, formerly circulation manager, *Lubbock* (Tex.) *Avalanche-Journal*, has joined Newspaper Production Co., Shreveport, La., as manager, circulation program development.

BERNARD J. GALLAGHER, editorial page editor, *Haverhill* (Mass.) *Gazette*, was promoted to managing editor. EDWARD J. CLOUGH, staff reporter, was promoted to city editor, replacing ROBERT J. BOISSELLE, who is now head of the Amesbury bureau.

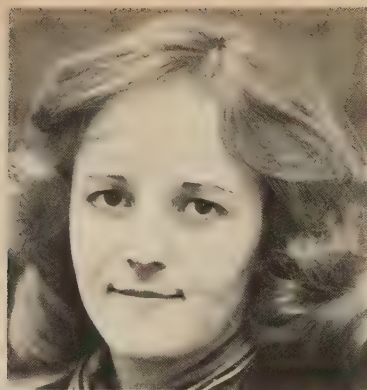
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**METRO
COMICS**



BUREAU MANAGER—Barbara Rosewicz, who has covered Kansas government for nearly 18 months, has been named manager of the UPI bureau in Topeka, Kan., replacing John C. Braden who resigned. The appointment was announced by James F. Wieck, regional editor for Kansas and Missouri. Rosewicz, a native of Kansas City, Kan., will be responsible for UPI's statehouse coverage. She began her career with UPI soon after graduation in 1978 from the William Allen White School of Journalism at the University of Kansas.

CAROLYN MUELLER, food editor, *Festus* (Mo.) *Courier News* and JAY CRAWFORD, reporter, *St. Francois County* (Mo.) *Daily Journal*, were recently married.

The following changes were announced by the *Reading* (Pa.) *Eagle*:

CHARLES P. WILSON, JR., city editor, was named news editor.

JOHN A. KUNKLEMAN, assistant city editor, was promoted to city editor. HARRY DEITZ, SR., copy editor and staff writer, replaced Kunkleman.

G. KENNETH NEWBOULD retired as Sunday editor. He was replaced by assistant Sunday editor, DONALD L. DEIHM. LAWRENCE MILLER, copy editor and staff writer, replaced Deihm.

PATRICK F. GILBO, formerly a newsman with U.P.I. in Chicago and Providence, R.I., was promoted to assistant director, office of public affairs, American Red Cross. LOU G. WALLS, former reporter, *Toledo* (Oh.) *Blade* and *Atlanta* (Ga.) *Daily World*, was appointed media specialist at Red Cross national headquarters in Washington, D.C.

BOB MAZEROV was named marketing services manager, research and marketing dept., Atlanta Newspapers.

JIM MILLS, 32, retail ad manager, *Russellville* (Ark.) *Courier-Democrat*, was named marketing director. RICHARD GUERRERO, 32, classified ad manager, succeeded Mills and Guerrero was replaced by TODD JONES

RAYMOND G. CAVANAGH, production director and labor-relations manager, *Seattle* (Wash.) *Times*, and JAMES B. KING, executive editor-news, were named vicepresidents. ALDEN J. BLETHEN, assistant to the general manager, was promoted to director, succeeding CHARLES H. TODD, who resigned.

JIM ZINN, ad director, *Bradenton* (Fla.) *Herald*, was promoted to ad/marketing director. EDWARD GRUWELL, circulation manager, was promoted to circulation director.

RONALD N. SEWELL, 42, executive vice-president of Corporate Printing Co., a New York firm, was named general manager of Modern Graphics Arts, a printing affiliate of the Times Publishing Co.

MARTHA J. DONOVAN, reporter, *Manchester* (N.H.) *Sunday News*, was promoted to city editor.

DONALD H. KIRSHBAUM, systems manager and assistant to the foreman composing room, *Kenosha* (Wis.) *News*, was appointed production manager.

ED MASON, community relations director, *Columbus Dispatch*, retired last month after more than 14 years with the paper. He joined the Dispatch in 1965 as director of public service after serving 25 years with the FBI as a special agent.

KEITH HUSO, manager of accounts payable at the *Minneapolis Star and Tribune*, was named assistant to the director of accounting.

GARY CLARK, night copy editor, sports staff of the *St. Louis Post-Dispatch*, was named assistant sports editor.

S. ARCHIE HOLDRIDGE, farm news editor, *Hartford Courant*, since 1962, is recipient of a Friend of Extension Award from Alpha Chi (Connecticut) chapter of Epsilon Sigma Phi.

LARRY CAFIERO succeeded JOEL EHRENBERG as editor, *Miami* (Fla.) *Atlantic Journal*. Ehrenberg was promoted to Vicepresident of Operations, J.P. Morgan II, Inc.

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MANAGER—Karen M. Maguson, former city editor of *Sturgis* (Mich.) *Daily Journal* before joining UPI in 1979, will manage the news service's new bureau in Quad Cities area of Iowa and Illinois. Joan T. Duffy was named manager of the Baton Rouge news bureau of UPI.

HARRY WILENSKY, 72, national correspondent, *St. Louis* (Mo.) *Post-Dispatch* and a newspaperman for 52 years, retired December 28.

HARMON M. WILLIAMS, general manager, *Goshen* (Ind.) *News*, was named president of News Printing Co., which publishes the daily.

(Continued on page 34)

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Newspeople in news

(Continued from page 33)

CHARLES N. WILLIAMS, manager special ad projects, *New York Times*, has joined Metropolitan Sunday Newspapers, Inc., as assistant retail ad manager, New York office. LEONARD NATURMAN, ad sales, Long Island Magazine, now works on the comics sales staff.

ROBERT CREAMER and ROBERT L. HASSETT, long-time political reporter for the *Boston Herald-American*, have gone into Massachusetts state service. Hassett becoming public information director for the Massachusetts Correction Department and Creamer assuming similar responsibilities for State Auditor Thaddeus Buczeko.

JASON F. ISAACSON has resigned as City Hall reporter for the *Danbury* (Conn.) *News-Times* to become press secretary for U.S. Rep. William R. Ratchford.

DONALD GORANSON JR., managing editor, *Bristol* (Conn.) *Press*, was reappointed to the Bristol Fire Board.

LEWIS LEADER of the *Monterey Peninsula Herald* and SCOTT WINOKU of the *Oakland Tribune* have joined the *San Francisco Examiner* as reporters.

BERL SCHWARTZ, congressional correspondent for Scripps-Howard News Service, was named night editor of the Washington Bureau.

ROBIN M. MATELL, former vice-president-public relations, National Airlines, opened a Public Relations agency in Miami.

CLEMENT C. WINKE, JR., 33, publisher, *Broward* (Fla.) *Times*, a subsidiary newspaper of the *Miami Herald*, was elected president and publisher of the *Boca Raton* (Fla.) *News*.

Pioneer Press Inc., a subsidiary of Time Inc., announced the following appointments:

LENORA MINTUN, former classified ad manager for the north suburban group, returned to manage the classified department for the newly acquired Pickwick newspapers in Ill.

TERRENCE O'BRIEN, associate editor of the north group, was promoted to executive editor of the Pickwick group.

ROBERT ROCKAFIELD, managing editor, *Northbrook* (Ill.) *Star* succeeded O'Brien.

KATHLEEN GALLAGHER, display sales representative for Pickwick, was promoted to display sales manager.

Knight Publishing Co., publisher of *The Charlotte* (N.C.) *Observer* and the *Charlotte News*, has announced the following promotions in the ad division:

GARY AHLSTROM from assistant ad director/classified ad manager to assistant ad director.

BILL MCNEY from assistant classified ad manager to classified ad manager.

JERRY HONEY from assistant retail manager to retail sales manager.

STEVE CLIFFORD from assistant to the ad director to retail ad supervisor.

WAYNE WINGATE from retail sales supervisor to ad special section supervisor.

GORDIE CHERRY from classified ad account representative to classified outside sales supervisor.

LEE MAIDRAND, owner and publisher, *Springfield* (Vt.) *Reporter*, was appointed press secretary for the U.S. senate campaign of Jim Mullin.

DEBBIE MITCHELL an editorial intern at the *Fort Worth* (Tex.) *Star-Telegram* this past summer, was named Intern of the Year by the Texas Daily Newspapers Association. JOAN KRAUTER, assistant city editor, *Columbia* (Mo.) *Tribune*, has joined as a copy editor.

Recent changes in the newsroom of the *Long Beach* (Calif.) *Independent Press-Telegram*:

HERB SHANNON, aerospace and travel editor, has resigned to join the publications staff Long Beach Memorial Hospital Medical Center.

JOYCE CHRISTENSEN, *Life/Style* editor, will head the new Home section. She will be replaced by HAROLD GLICKEN, neighbors section editor. KRIS SHERMAN, *Life/Style* dept., will be Neighbors editor.

KELLY HUBBARD, circulation manager, *Kingsport* (Tenn.) *Times-News*, has assumed full responsibility for the circulation division of the newspapers. Hubbard replaced DOUG SUMRELL, who became circulation director of the *Lexington* (Ky.) *Herald-Leader*.

VIC CANTONE, staff cartoonist, *New York Daily News*, graduated from Hofstra University on December 21 with a degree in political science.

RICK THEIS, Minneapolis wine writer and educator, has joined the public relations department of Wine Institute.

RON NESSEN, press secretary to former President Gerald Ford, and former NBC-TV News correspondent, joined Marston and Rothenberg Public Affairs, Washington, as senior vicepresident.

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Wilma J. Tillis has been appointed manager of UPI's bureau in Wichita, Kans. She replaces Thomas D. Billam who transferred to UPI's regional newscenter in Kansas City. A native of Wichita, Ms. Tillis has been a reporter for the Norfolk (Va.) *Ledger-Star* for the past six years.

Beach weeklies sold by Aydelotte

Four Los Angeles County community newspapers, operated as Beach Cities Newspapers, Inc., were sold January 17 to David Asper Johnson, publisher of *The Argonaut* of Marina del Rey, California. The newspapers are: *El Segundo Herald*, *Hermosa Beach Review*, *Manhattan Beach News* and *Redondo Beach Record*.

The purchase price and terms for the sale of stock were not disclosed.

The sellers are Charles and Frances Aydelotte. Aydelotte has been associated with the newspapers for three years. He previously was associated with Herald American community newspapers, and prior to that was publisher for Rodgers and McDonald Newspapers in Los Angeles.

Mel Hodell of Montclair, California, served as broker.

Johnson founded *The Argonaut* in 1971, and is a partner in the Ocean Front Weekly, a weekly newspaper in Ocean Park and Venice Beach.

Ford Foundation makes grants

The Ford Foundation has granted \$900,000 for a foundation-managed project, principally for seminars on the press in the areas of the judicial system, human rights, business, public policy, political extremism, and law.

Also, since December 1, in the communications grants of the Foundation is \$25,000 for development of a public radio station in New Hampshire.

Series on baby deaths wins science fellowship

Barry Bryant, health/medical reporter for the *Anniston* (Ala.) *Star* who wrote a four-part series on infant mortality in the state, won the 1979 Ray Bruner Fellowship sponsored by Lederle Laboratories.

He received a plaque, a portable typewriter and expenses to attend the five-day convention of the American Public Health Association.

His name will be inscribed on a perpetual plaque at the Toledo Blade whose late science editor is commemorated by the fellowship.

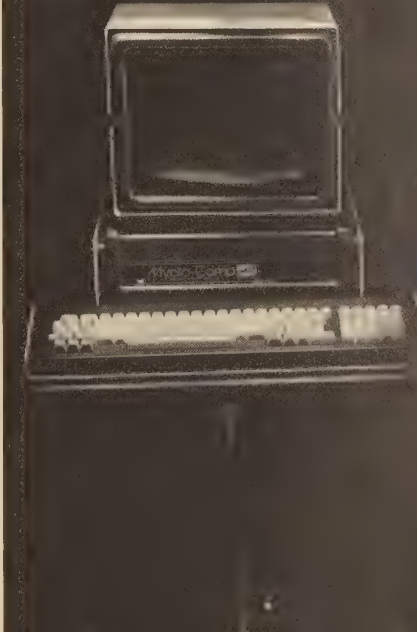
Harris scholarships

Four scholarships, of \$3,000 each, will be offered to juniors and seniors at the University of Kansas William Allen White School of Journalism in memory of John P. Harris and Sidney Harris, who created the Harris Group. Deadline for applying is February 15.

Weekly acquired

Bill and Helen Capellaro have purchased the *Evansville* (Wisc.) *Post* from William Branen. The Capellos own papers in Albany, Argyle, Monticello and New Glarus, while Branen publishes the *Burlington Standard Press* and *Reedsburg Times-Press*.

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Elizabeth Yamashita

Michigan State names woman to chair J-school

Elizabeth Yamashita, a professor of journalism at Northwestern University, was appointed the first woman chairperson of the School of Journalism at Michigan State University.

Dr. Yamashita's appointment, approved (January 25) by the MSU Board of Trustees, is effective July 1. She succeeds George Hough, who resigned in August to join the faculty at the University of Georgia.

A former business reporter for *Fortune* magazine, Dr. Yamashita has been associated with the Medill School of Journalism at Northwestern in Evanston, Ill. since 1976. She served as chairman of the editorial department in the school from 1975 to September 1979, when she became director of graduate studies in journalism. In 1977 the Chicago Chapter of Women in Communication, Inc. selected her as Headliner of the Year.

Dr. Yamashita said one of her first priorities will be to meet with representatives of newspapers around the state. "Most of the graduates from the school work for newspapers in the state and I think it's important that we get to know one another," she said.

She is interested in establishing an intern program with state newspapers to give students on-the-job training before graduation. Northwestern has such a program.

She indicated she wants to build up the graduate program at the university both by encouraging students to go on to advanced studies and by attracting working professionals to get an advanced degree.

"I would like to see exciting things happen with the graduate program that may not exist anywhere else in the country," she said.

Dr. Yamashita said she believes in an

independent campus newspaper, such as the *Michigan State News*. "We've found that students who work on the student newspapers are the best, most committed, most motivated undergraduates. I would assume that this is true at Michigan State University."

Dr. Yamashita, a native of Australia, received her undergraduate degree at the University of Sydney in Australia. She came to this country in 1957 and received her master's in journalism and her Ph.D. in journalism and business at Northwestern.

She married her Hawaiian-born husband Donald, a mechanical engineer, 10 years ago.

Dobry resigns as GM of new daily on Guam

The *Guam Tribune*, which began daily publication on December 1, started its second month of publication without a general manager.

Publisher Mark Pangilinan, Guam's leading businessman, accepted the resignation of George M. Dobry, who said that they "could not agree on long-term basic publishing and management policies and practices."

Dobry had arrived on Guam on October 23 to help Pangilinan launch his daily newspaper in competition with the *Pacific Daily News*, the Gannett-owned daily which hand provided Guam with its only print medium.

Pangilinan assumed complete management of his newspaper; this is his first venture in the newspaper business, although he owns and operates ten other major retail and service businesses on Guam.

Besides Dobry, Pangilinan had employed two other California newspapermen as consultants for short periods in preparing himself for his career as a publisher. They were Frank Keeling and Ken Smith.

Food coupons given for old newspapers

Old newsprint is as good as food in south Florida.

Pantry Pride Supermarkets in Dade and Broward counties are paying \$1.50 in merchandise certificates for each 100 pounds of clean, dry old newspapers delivered to the stores. The arrangement was made with Durbin Paper Stock Co., a primary supplier of waste paper to the new Knight-Cox-Media General newsprint mill at Dublin, Ga.

Durbin maintains a central depot for old newspapers at Pompano Beach. The Pantry Pride pickup plan makes the bins more accessible to residents in a wide area. Old magazines are not acceptable.

High readership of classified auto ads found

A national survey sponsored by the Newsprint Information Committee has found that 28% of all newspaper readers read a classified automotive ad at least once a week.

Results of the survey, conducted by Response Analysis Corporation of Princeton, New Jersey, also showed that of those who read automotive classified ads, 42% said they had a "personal interest" in one or more auto ads and 20% said they "followed up" by making a personal visit or calling a showroom.

Eric Anderson, vicepresident/classified of the Newspaper Ad Bureau, told an audience at this week's International Newspaper Advertising Executives convention in Dallas that projected to the U.S. population, 37 million adults around the country are reading classified auto ads during the average week; almost half of them are interested in one or more ads; and over 7 million follow up on an ad weekly.

"Even people who say they have no interest in another car, read automotive classified ads," Anderson said. "An amazing 15% are readers of automotive ads in newspaper classified."

Anderson said classified auto ad readers can be broken into three categories—"hot" prospects; "warm" prospects; and "cold" prospects.

He pointed out that in dissecting those who actually visited a showroom in a sample market, "almost four times as many came from the warm and cold prospects as came from the hot prospects."

Anderson said by reading a newspaper automotive ad, a "cold" prospect "can suddenly warm up over night."

Anderson stressed frequent insertions in classified are also an important part of attracting attention of prospective automotive buyers.

Another way to attract reader attention, Anderson said, is use of automotive classified display ads.

"Prominent benefit headline, interesting layout, believable copy emphasizing features and service, and a distinctive signature is the winning combination for an effective sales-producing classified display ad," Anderson said.

Endowment

An endowment of \$100,000 for journalism education at Indiana University was established by two alumni of the school. The donors of the endowment are Mark Ferree, retired general business manager and executive vicepresident of Scripps-Howard Newspapers, and his wife, Ruth Welborn Ferree.

BOOKSHELF

A collection of books about the newspaper business, journalism, editing, writing and related subjects available by mail through Editor & Publisher.

230—WHO OWNS THE MEDIA? *Concentration of Ownership in the Mass Communications Industry*, edited by Benjamin M. Compaine. An analysis of each major industry segment presenting a wealth of empirical statistical data and research findings to help readers sort out perceptions from reality and give perspective to the term "media monopoly." 370 pages, indexed, illustrated. **\$24.95**

231—EDITING IN THE ELECTRONIC ERA by Martin L. Gibson. Good editing is good editing whether it is done with a video display terminal or a blue pencil. Quality copy desk work is an illusive technique. With frequent use of question and answer format, this book is a guide to copy editing, layout and photographic treatment adapted to electronic techniques. 279 pages. Indexed. **\$14.50**

232—THE SYNONYM FINDER, by J.I. Rodale. An updated and expanded edition containing over 1,000,000 words and thousands of new listings for words and expressions that have entered the language in recent decades. An alphabetically arranged tool for all writers. 1361 pages. **\$17.95**

233—GRAMMAR FOR JOURNALISTS, (Third Edition) by E.L. Callihan. A reference book for journalists as well as a text-reference for students. With current examples from media and with wire service style emphasizing the book covers grammar, composition, spelling, punctuation and word usage. A guide to grammatical usage and developing an original style. Indexed. 317 pages. Paperback. **\$7.95**

234—PRESS, POLITICS AND POWER, *Egypt's Heikal and Al-Ahram*, by Munir K. Nasser. The story of Mohammed Hassanein Heikal, former editor of the influential *Al-Ahram* (Cairo), in the context of Middle Eastern press and politics, as told in taped interviews with a U.S. professor. The development of Egypt's politics and press by the man closest to President Nasser who then became close adviser to President Sadat and then critic of Sadat. 175 pages. Indexed. **\$15.50**

235—COMPUTER PROGRAMING FOR THE COMPLETE IDIOT, by Donald McCunn. Describes basic operating and programing instructions in non-technical style to answer questions: "Will the computer perform the tasks I need it to do, and can I program it." Describes how to create original programs. Turns you and the computer on for time saving. 126 pages. Indexed. Paperback. **\$5.95**

236—SYSTEMATIC APPROACH TO ADVERTISING CREATIVITY, by Stephen Baker. Hundreds of well-illustrated case histories of print and television campaigns demonstrating creativity in action. Selecting the message and the right media, positioning the product and selecting the right illustrations. Innumerable short cuts toward becoming a professional. 280 pages. Indexed. **\$19.95**

237—MASS MEDIA, EDUCATION AND A BETTER SOCIETY, by Jay W. Stein. Classroom and media are suspicious of each other when not openly antagonistic and the author contends it is imperative for the two forces to combine and cooperate to produce an intelligence citizenry. 164 pages. Indexed. **\$14.95**

238—MASS MEDIA LAW AND REGULATION, by William E. Francois. (Second edition) As the media scene has become more complex so has the scope of the law in this field. Presented are analyses of cases involving press freedom, pornography, reporter privilege, fairness doctrine, libel, licensing, etc. Written for the journalism student but of importance to all journalists. 616 pages. Indexed. **\$18.95**

239—SEK SAYS—"what M. Seklemiam says about retail advertising and selling." His ad clinic which appeared weekly in *Retail Ad Week* revealed his no-nonsense, practical, retailing philosophy. Including the choicest of those articles with new ideas added. Aimed at everyone interested in retail ads from the president to the proof reader. 247 pages. Illustrated. **\$13.95**

240—HOW TO MAKE YOUR ADVERTISING TWICE AS EFFECTIVE AT HALF THE COST, by H. Gordon Lewis. An advertising survival kit as a practical guide for owners, managers and advertising men or anyone trying to get good results from an advertising budget. A handbook on negotiating with media as well as suppliers, planning and writing effective copy discussing every step along the way. 207 pages. Indexed. **\$16.95**

241—HOW TO WRITE BOOKS THAT SELL, by L. Perry Wilbur. A guide to cashing in on the booming book business. A discussion of ideas for fiction and non-fiction, tips on agents and editors, outlines pro and con, and markets for book ideas. 211 pages. Indexed. Paperback. **\$4.95**

242—PRECISION JOURNALISM, *A Reporter's Introduction to Social Science Methods*, by Philip Meyer. (Second Edition) A former Nieman Fellow updates his work on how to use and profit from the qualitative methods of the social scientists, the use of statistics for interpreting data, how to analyze and conduct polls and surveys, etc. 430 pages. Indexed. **\$22.50**

243—GORDON GAMMACK: Columns from Three Wars, edited by Andrea Clardy. A selection of his best columns from the *Des Moines Register and Tribune*—first hand stories of life at the front, even in prisoner-of-war camps. A unique view of history from the soldiers' perspective from World War II through Korea and Vietnam. 150 pages. **\$10.95**

244—KEEPING THE FLAME, *Media and Government in Latin America*, by Robert N. Pierce. An analysis of governments and people of 20 Latin American countries challenging common assumptions that media are always at the mercy of governments and that journalists always operate freely in democracies but are muzzled in dictatorships. 270 pages. Indexed. **\$14.50**

245—NEW STRATEGIES FOR PUBLIC AFFAIRS REPORTING, *Investigation, Interpretation, and Research*, by George S. Hage, Everette E. Denis, Arnold H. Ismach and Stephen Hartgen. A detailed approach to reporting news in the public sector with emphasis on the reader's interest and needs. Recommendations on covering the legal process, government agencies and services, politics, elections, and the legislative process, as well as specialized coverage and strategies for tomorrow. 324 pages. Indexed. **\$11.95**

246—INVESTIGATIVE REPORTING AND EDITING, by Paul N. Williams. Tips and advice from over 100 top investigative reporters and editors with case studies. How to gather and sort ideas and facts, and advice to editors on choosing staff with investigative potential, understanding questions of libel and ethics. 294 pages. Indexed. **\$12.95**

247—QUESTIONING MEDIA ETHICS, edited by Bernard Rubin. The second research report from the April, 1976, meeting of 22 nationally prominent media practitioners and critics at Boston University at the invitation of the Institute for Democratic Communications. Twelve authors deal with major issues in their fields of communication. 308 pages. **\$19.96**

248—ARTISTS' & ILLUSTRATORS' ENCYCLOPEDIA, by John Quick. (2nd Edition) A compendium of every key technique and tool that produces a visual end product. Describes every conceivable artist's material with 800 new entries covering recent developments in photography, typography, painting and other graphic approaches. 328 pages. Indexed. **\$18.95**

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Rooftop antenna order placed by UPI with Harris

United Press International said it has signed contingency orders for the mass purchase of small receiving antennas as part of its plan to deliver news by satellite to newspapers and broadcast stations in the United States.

Roderick W. Beaton, president of the news agency, said the first "rooftop-type dishes" to be used in UPI's new communications program will be provided by the Satellite Communications Division of Harris Corporation, Melbourne, Fla., and Farinon Video and Satellite, San Carlos, Calif. Other manufacturers also will be utilized.

Ranging in size from six to 10 feet, the receivers will be installed across the country starting in July, predicated on final approval by the Federal Communications Commission on the satellite channel power required to use the 10 foot dish.

The FCC earlier lifted its costly and time consuming regulatory requirements to permit the use of antennas less than 12 feet in diameter.

UPI has tested the satellite delivery of its services in a number of locations throughout the United States during the past three years and concluded the method was more efficient and less costly than the traditional use of conventional telephone lines.

"We are extremely pleased to have reached agreement with Harris and Farinon on the manufacture of the receiving dishes," said James F. Darr, UPI's vice-president for systems development.

"It is another significant step toward the eventual conversion of our more than 5,000 subscribers to satellite reception."

Darr said UPI is continuing negotiations with other equipment manufacturers to provide flexibility and rapid delivery of the receivers.

He estimated that as many as 3,700 satellite receivers could be utilized in the nationwide program. In larger cities, it is anticipated several subscribers would utilize one dish for reception of services. Harris and Farinon each are expected to provide at least one third of the total requirements of the program.

Subscribers to the UPI service would have the option of leasing or outright purchase of the earth stations.

Darr said the costs of the receivers would range from \$4,200 to \$8,200, depending on the services received, the number produced by each manufacturer, and other factors.

Darr said UPI plans to use satellites operated by RCA Americom and Western Union and the first installation of the new receivers would be at radio stations subscribing to UPI's audio and tele-

printer services. Daily newspapers and remaining broadcasters would be converted to satellite as the program progressed. Darr estimated the program could be completed in 1982.

UPI will use multiplexing equipment manufactured by Control Resources Corp., General DataComm and COASTCOM.

UPI, Associated Press and the American Newspaper Publishers Association have conducted talks on industry-wide standards, sharing, technical compatibility and other aspects of a nationwide satellite system to assure that a newspaper would require only one earth station to receive transmissions by all news services as well as news syndicates and others.

Retail ad selling by telephone urged

Newspaper ad execs attending the International Newspaper Advertising Executives winter meeting this week were urged to jump on the telephone selling bandwagon by setting up a retail telephone sales department.

"It stands to reason—if the phone rings up sales for classified, why can't it do the same for retail?" Marie Holland, vicepresident for telephone sales of the Ad Bureau told ad execs.

Noting that a number of newspapers have already moved to establish such departments, Holland said, "Most started out with only one or two salespeople, but they've been so successful that they're making plans to expand their staffs and beef up phone operations."

Holland pointed out that telephone selling is a \$9 billion a year industry which can "help newspapers overcome the cost barriers involved in stepping up their ad sales efforts."

Holland said she advocated the use of retail telephone sales efforts to: 1) solicit new business; 2) sell space in zoned editions; 3) back up the outside sales force (particularly with sporadic advertisers); 4) service existing contract accounts; 5) offer an entry level job to people who could go on to become outside sales representatives; 6) support the outside staff when it is short handed, as in vacation periods, and 7) provide staff to handle copy control when outside sales people are not available.

The Ad Bureau is now preparing a training presentation on how to sell newspaper advertising by telephone. Other Bureau materials which can be useful to newspapers in training retail telephone sales people include: a copy and layout workshop, the Newspaper Advertising Planbook, a presentation on upgrading existing accounts and an instructional booklet on the essentials of supervising a telephone sales operation.

Bill favors daily papers in Florida

Weekly newspaper publishers in Florida are angry because a recent reform act designed to protect homeowners contains a last-minute amendment that favors daily newspapers.

The flap over the so-called "Kenon bill" came up when the Florida Press Association newsletter advised member newspapers that the bill passed in the recent special session requires that delinquent tax notices be published in daily newspapers.

The bill, sponsored by Sen. Pat Thomas, D-Quincy, ensures that people will receive proper notice in the event back taxes are due.

The impact of the amendment sponsored by House Majority Leader Sam Bell, of Daytona Beach, means the state's 140 weekly papers could lose thousands of dollars in revenue each year because the delinquent rolls are long and must be published four times a year.

Coloring the issue is Bell's relationship with his hometown newspaper, the *Daytona Beach News-Journal*, which is represented by Bell's law partner.

Bell vigorously denies any impropriety and snorts at conflict of interest assertions, saying his only intent in adding the amendment was to make sure that the tax notices were published in widely read publications and not legal tabloids with small circulations.

Thomas said he supported the amendment for the same reasons.

"Because of this dumb law the county commissioners have no choice," J. Ben Rowe, publisher of the *Independent Farmer and Rancher*, told the *St. Petersburg Times*. "It's just idiotic."

The Alachua County publisher said he doesn't think it's merely coincidence that Bell sponsored the amendment which will benefit a publisher who has long advocated publication of tax notices in daily newspapers.

The fray has prompted numerous calls to Bell, who says now he's willing to change the law and give weeklies another shot.

"If it's so damn bad, we'll change it," he said, but he expressed surprise, and anger, that the revenue brings so much money to weekly newspapers.

"I think the damn newspapers are charging too much. I think we need to investigate what we're paying these newspapers to print that stuff," he said.

Bell said the paper's management didn't even know he sponsored the bill. This was backed up by publisher Herbert Davidson, who said Bell's support for the legislation came as a complete surprise.

Coverage of Latin America to increase in U.S. media

There will be a noticeable increase in U.S. media coverage of Latin America in the years ahead "because the public will be demanding it," James S. Toedtman, executive editor of the *Boston Herald American*, told a group of Latin American specialists and government officials recently.

Toedtman was one of several journalists and professors addressing the Third Annual Illinois Conference on Latin American Studies at Southern Illinois University-Edwardsville. He cited three factors in forecasting the increased attention on Latin America: the United States' rapidly growing Hispanic population, now roughly 18 million; the growing economic importance of Latin America; and the fact that there are a number of very important stories throughout the region.

"Spanish speaking people are no different than anyone else. After they move to the United States, they want to know what is going on in the old neighborhood. They will expect to find out in their local newspapers," Toedtman said.

Journalists and professors generally agreed that the U.S. media remain dependent on major wire services for their basic coverage and are trapped by the traditional "coups and earthquakes" pattern of reportage. Bob Sherman, a reporter for Jack Anderson, noted the growing effort by other independent news services, including the Anderson column, to cover Latin America. Pat Ellis, a producer for the MacNeil-Lehrer report, and Mercedes Lynn de Uriarte, assistant editor of the *Los Angeles Times*, emphasized new avenues for reporting on Latin America, especially public radio and television discussions and Op Ed or forum page essays.

During the three-day conference, which was attended by professors from eight states, John S. Nichols and Robert N. Pierce, professors from journalism schools at Penn State and the University of Florida, respectively, and James Angle, director of a special media program at the University of Texas Latin American Studies Center, criticized press coverage of Latin America as inconsistent and lacking much depth.

The most dramatic story of the year, the overthrow of Nicaraguan President Anastasio Somoza, was discussed by Rafael Solois, Nicaragua's new ambassador to the U.S., Karen deYoung who covered the revolution for the *Washington Post*, Mauricio Solaun, former U.S. ambassador to Nicaragua, Southern Illinois professor Richard Millett, and Larry Birns, director of the Washing-

ton-based Council on Hemispheric Affairs.

DeYoung described the way the press corps of 60 reporters and technicians covered the rebellion and discussed the difficulty of remaining objective when many of the reporters sympathized with the anti-Somoza effort. Solaun said that the media had played an important part in dramatizing the situation in Nicaragua, but had little influence in the evolution of U.S. policy. They both agreed that the killing of ABC reporter Bill Stewart had had a dramatic effect on U.S. public perception of the war.

But Solois and Birns questioned whether U.S. media would continue to cover developments in Nicaragua now that the fighting has ended.

Armando A. Vargas, news director for Radio Monumental in San Jose, Costa Rica, and a guest lecturer at the National University of Costa Rica, presented a case for developing alternatives to U.S. and French wire services. He rejected the rhetoric of recent UNESCO conferences on mass media and said that he and

New ass't AG against limits on group size

Although concerned about increasing concentration of ownership in the newspaper industry, newly-confirmed Assistant Attorney General Sanford M. Litvack has come out against a legislative proposal to limit the number of newspapers one company may own.

In testimony last week, Litvack told a subcommittee of the House Small Business Committee that such a law might well violate the First Amendment.

Prohibiting certain persons or corporations from buying a newspaper company simply because they own others, Litvack said, may conflict with the constitutional guarantee of freedom of the press.

He added that a limit might also be counter-productive. He cited instances "in which newspaper acquisitions actually may be beneficial to the preservation of divergent points of view—such as where an acquisition preserves a newspaper that would otherwise have failed and an editorial voice that otherwise would have disappeared entirely."

At the same time, Litvack said that newspapers, because they possess political and social influence far in excess of other businesses of comparable size, are particularly in need of some check on concentration across as well as within individual markets.

What Litvack would like would be a ban on mergers involving large or dominant corporations. Last year, the Justice

other journalists were actively seeking to form a regional communications network in Latin America.

Toedtman, who won a 1979 Inter American Press Association commendation for a series of articles he wrote on Central America, cited the Herald American's current emphasis on local news as a fact of life for most papers in the United States. That also includes making major international stories intelligible to readers, he said, often with Question and Answer interviews with experts or background stories on key developments or regions.

He acknowledged the shortcomings. "We do have problems. We do present a distorted picture of Latin America. We do present an incomplete picture. And the pressures of time, economics and competition make the task of presenting full reports even more difficult.

"But we are also improving," he said, then cited an Oct. 8, 1847, report from the *New York Herald*: "It is a gorgeous prospect, this annexation of all Mexico. It were more desirable that she should come to us voluntarily; but as we shall have no peace until she be annexed, let it come, even though force be necessary, at first, to bring her. Like the Sabine virgins, she will soon learn to love her ravishers."

Department endorsed such an approach when the Senate Judiciary Committee was considering a bill to restrict conglomerate mergers.

At the present time, the Justice Department is practically powerless under antitrust laws to attack mergers of newspaper groups because they involve companies whose newspapers do not compete in the same geographic area.

Litvack told the committee that, in the past two decades, the number of daily newspapers owned by groups has nearly doubled from 552 in 1960 to 1,095 in 1978. Of the 53 daily newspapers sold in 1979, he said, 48 were purchased by newspaper groups.

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First Amendment insurance to pay court costs

Details of the new insurance program to help American Newspaper Publishers Association newspapers pay legal costs associated with defending or prosecuting First Amendment rights were announced this week.

The Mutual Insurance Co., Ltd. of Bermuda is making up to \$1 million coverage available only to ANPA members insured under Mutual's group libel policy. Rates are based on Mutual's existing libel insurance program.

Cases eligible for coverage include, but are not limited to, questions of prior restraint, dissemination, access, newsroom searches, statutory limitation upon publication, according to Mutual's general description of the plan.

It will cover other unspecified items upon agreement of the publisher's attorney, the insurance company's attorney and a panel of at least three other attorneys selected by the insurance company.

Limits of liability can be purchased for up to \$1 million for each "occurrence" or First Amendment defense of prosecution in the policy year. Consequently, if there are 10 "occurrences" in a policy year, a publisher may recover up to 10 times his coverage limit.

The policy also provides benefits up to the established coverage ceiling until a particular case is resolved. That could take years.

Not covered by the program, which was endorsed in principle by the ANPA board of directors at its September, 1979, meeting, is payment for damages, criminal penalties or fines. Nor does the policy apply to activities which fall under the "normal reportorial process"—including Freedom of Information, Sunshine laws, and other such provisions—unless those established channels eventually prove unsuccessful, said Arthur B. Hanson, Mutual's U.S. general counsel.

Under the First Amendment insurance rate schedule, like that of the libel policy, premiums are pegged to a newspaper's circulation size, with 15 circulation categories and five choices for limits of liability for each occurrence.

For example:

Annual premium for a newspaper with 5,000 circulation or less ranges from \$247 for up to \$100,000 of coverage for each occurrence to \$504 for up to \$1 million of coverage. Deductible for this category is \$2,500.

For newspapers between 25,001 and 50,000 circulation, the range is \$600 for up to \$100,000 of coverage, to \$1,148 for up to \$1 million of coverage, deductible is \$7,500.

For newspapers between 150,001 and 200,000 circulation, the range is \$1,680

for up to \$100,000 of coverage, to \$3,216 for up to \$1 million of coverage. Deductible is \$15,000.

Frank Daniels, Jr., president and publisher of the *Raleigh (N.C.) News & Observer* and *Times*, and chairman of the Newspaper Premium Fund Committee, encouraged all members of ANPA to consider subscribing to the new insurance. "I think it's obvious that action in the First Amendment area," he said, "whether it be by the *New York Daily News* or by a small newspaper, has the same effect in the courts."

ANPA chairman and president Allen H. Neuharth has called First Amendment insurance a "great step forward in providing newspapers with the opportunity and means to fight for and defend freedom of speech and the press."

Sen. Chiles to receive press award

United States Sen. Lawton Chiles of Florida, initial sponsor of the Federal Government-in-the-Sunshine Act, was named 1980 recipient of the Thomas Jefferson Award to be presented at Texas Tech University February 22.

He also was a strong supporter of the Florida sunshine law which has been the model for other states which have passed similar legislation.

The Jefferson award honoring an outstanding public official who has distinguished service in the defense and preservation of freedom of news media is sponsored by Texas Tech University, Texas Daily Newspaper Association, Texas Association of Broadcasters and Texas Press Association.

Chiles was selected for this year's honor by a committee representing the sponsoring organizations and representatives from the Texas Tech Mass Communications Advisory Committee.

The presentation to the Florida Democrat will be made by V. Lyle DeBolt, president of the Texas Daily Newspaper Association and publisher of the *Odessa American*, at awards banquet which climaxes observance of Mass Communications Week at Texas Tech University.

Chiles began his battle for the Sunshine Law in Congress in 1972 and it went into effect five years later. He is a strong backer of the federal Freedom of Information and Privacy acts and in July of last year he filed a lobby disclosure bill intended to broaden coverage of members who have to report.

Chiles has said the federal legislation formally declares openness in government to be the policy of the United States.

In support of the sunshine proposal, he said, "It's a little hard to believe that after 200 years this country needs to es-

Drivers ratify pact at Philadelphia daily

The *Philadelphia (Pa.) Journal* and Teamsters Local 628 reached a contract agreement to end a strike by 45 delivery truck drivers from the local which had shut down the *Journal* for four days beginning January 21.

Pierre Peladeau, publisher of the *Journal* and president of its parent company, Quebecor, Inc. of Canada, resumed publishing on Friday, January 25.

"They accepted my last offer," Peladeau stated. "I was going to close. No one's going to push me around. All they accomplished by the strike was losing four days pay."

"They are so close to success," Dale Davis, editor of the *Philadelphia Bulletin* commented. "When you consider how tough it is to come into a major city and start a paper, what he (Peladeau) has done is something of a minor miracle."

Peladeau began the *Journal* in December 1977. He said that with the strike settled, he expects his 95,000 daily tabloid to become profitable "in no time. I have the whole city behind me now."

The *Journal's* circulation treasurer, Sylvia Meader, said the three year wage and benefit package accepted by Local 628 is "not the same as the agreement" existing at the three other dailies, the *Bulletin*, the *Philadelphia Inquirer*, and the *Philadelphia Daily News*.

"The cost of living is lower and wages are lower," she explained. "They (truck drivers) catch up in the third year of the contract with the other papers, but the increments are different."

establish a policy that the public is entitled to information regarding the decision-making processes of the federal government."

The sunshine law applies to all federal regulatory agencies and multi-member boards. It allows closed meetings where certain sensitive matters, such as national security, trade negotiations, criminal investigations and economic policy, are to be discussed.

Highest honor

Donald N. Soldwedel, general manager and co-publisher of the *Yuma Daily Sun* was awarded the Master Editor-Publisher Award of Arizona Newspapers Association, the highest honor given by the ANA. Soldwedel is a member of the Board of Directors of American Newspaper Publishers Association and is chairman of the ANPA Newsprint Committee. Soldwedel is known for his work on kenaf as an alternate or supplemental pulp source. He is president of Western Newspapers Inc., which includes three dailies and four weeklies in Arizona.

EDITOR & PUBLISHER for February 2, 1980

Columnist seeking to bar libel suit filed by Nader

By I. William Hill

Whether judges alone should continue to decide if malice lies behind libel of a public figure may soon become an issue taken up by the Supreme Court.

Such summary judgments have been court practice since the 1964 high court decision in *New York Times v. Sullivan*. If a judge has believed the evidence could not support a jury finding of actual malice, a summary judgment has spared an accused reporter or his employer the costs of a jury trial.

Now, however, a recent appeal to the Supreme Court by a syndicated columnist accused of libel by Ralph Nader gives the court, if it decides to hear the case, a chance to speak fully on the question of summary judgments.

Ralph de Toledano, a Washington columnist, and his syndicate, Copley Newspapers, were sued by Nader, who contended a statement in a De Toledano column relating to Nader's crusade against Corvair automobiles and General Motors was libelous *per se*.

In the statement to which Nader objected, De Toledano wrote that Senator Abraham Ribicoff (D-Conn.) had "devoted some 250 devastating columns of the *Congressional Record* to demonstrate conclusively that Nader falsified and distorted evidence to make his case against the automobile."

In a book called "Unsafe at Any Speed," Nader had charged the General Motors Corvair had basic design flaws.

A committee headed by Ribicoff made a lengthy study which was published in the *Congressional Record* and concluded that Nader's charges against the Corvair were unsubstantiated by evidence made available to the committee. Although they did not uphold Nader, they did express the belief that his charges were made in good faith based on facts available to him.

When the libel case came to trial in the Superior Court of the District of Columbia, Judge George Herbert Goodrich accepted the De Toledano contention that what he had written was a legitimate interpretation of the Ribicoff report under the malice standard. He therefore granted a summary judgment that dismissed Nader's suit against both De Toledano and Copley.

Nader appealed and the D.C. Court of Appeals returned a split verdict, dismissing the case against Copley but ruling that whether the columnist legitimately interpreted the Ribicoff committee's findings was a matter of fact to be decided by a jury, and not a summary judgment, which can decide only matters

of law.

The appeals court went on to point out that the Supreme Court had cautioned about summary judgments with a footnote in its decision in *Hutchinson v. Proxmire* last June. In that footnote, the majority opinion had said that the proof of actual malice calls a defendant's state of mind into question, "and does not readily lend itself to summary disposition."

This footnote has led some observers to speculate that the Supreme Court may be ready to re-evaluate the actual malice standard being used in the courts since *New York Times v. Sullivan*, and the De Toledano case may provide that opportunity.

While calling attention to the summary judgment footnote in the *Hutchinson v. Proxmire* case, the appeals court did say that, because of the First Amendment interest at stake, "we regard summary judgment as a useful method of disposing of constitutional libel actions—where appropriate."

One effect of summary judgment procedure has been to remove the temptation, where large awards for damages are sought, for a cheaper out-of-court settlement that might encourage other libel actions. Summary judgments have also helped the courts to deal with overload and has discouraged frivolous suits that might have inhibited reporters from frank reporting.

New York lawyer Floyd Abrams has said that, should the Supreme Court agree to review the De Toledano appeal and end up ruling that sufficient evidence of actual malice is a question for a jury, rather than the judge, to decide, it will result in more libel trials and increase the costs to newspapers to defend against suits.

Editorial writer wins By-Line Award

Margo Huston, an editorial writer for the *Milwaukee Journal*, will receive the 1980 By-Line Award of the Marquette University College of Journalism Feb. 29 at the university.

Ms. Huston, a 1965 Marquette journalism graduate and a Pulitzer Prize winner, will receive the award "in recognition of the performance of competent journalism through the years and the acceptance and fulfillment of journalistic responsibility."

She won the 1977 general local reporting Pulitzer award for a series of stories on the elderly. She has been a member of the National News Council since 1978.

Bill would bar mind inquiries

An Editorial Process Protection Act, designed to prevent public figures from filing libel suits in order to conduct "fishing expeditions" into the minds of journalists has been introduced by Representative Robert T. Matsui (D-Calif.)

The proposed legislation (H.R. 6224) would forbid any U.S. court from requiring journalists to disclose information related to the editorial process until a plaintiff has established that a defamatory falsehood has in fact been published.

Last week Matsui told the House about the two Supreme Court decisions that have led to his proposing his legislation.

The first was the 1964 *New York Times v. Sullivan* decision in which the high court ruled that public figures must prove actual malice—that is, either falsity or reckless disregard for truth on the part of the press—in order to proceed in an action for defamation.

The second decision recalled by Matsui was that of *Herbert v. Lando* in which the Supreme Court last year ruled that the state of mind of reporters and editors can legally be probed by a plaintiff during pre-trial discovery. The court also said that information regarding a journalist's state of mind was relevant under the previously set *New York Times* standard.

Matsui then recalled a dissenting opinion in the *Herbert* case by Justice William J. Brennan, Jr., in which he said:

"In the area of libel, the balance struck the *New York Times* between the values of the First Amendment and society's interest in preventing and redressing attack upon reputation must be preserved. This can best be accomplished if the privilege functions to shield the editorial process from general claims of damaged reputation."

Matsui told the House: "Indeed, as Justice Brennan so clearly noted, the working press must be afforded legal protection from those plaintiffs who are unable to even prove defamatory falsehood during the discovery process."

The Congressman said that his bill, "based upon the insightful guidance of Justice Brennan in the *Herbert* decision", would provide a procedural safeguard for the working press by requiring public figure litigants . . . to present an adequate showing that a defamatory falsehood did in fact occur.

"This legislation does not unduly hamper good faith litigants who are pursuing legitimate causes of action, nor does it deny the right to discover relevant evidence. Rather, this bill would provide a procedural safeguard for journalists, thus curtailing 'fishing expeditions.'"

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EDITOR & PUBLISHER for February 2, 1980

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Count approximately 39 characters and/or spaces per line
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Tuesday, 4:00 PM New York Time

Editor & Publisher

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PHOTOTYPESETTING

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PRESSES

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Color King KJ 6 folder, 30 HP drive
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4 Wood Autopasters.
2 new Goss web width 55" or 56" cut down kit.

2 Goss double width formers, 1 is 23 1/2" cutoff, 1 is 23 1/2" cut.
2 Unit Goss Community oil bath
22 1/2" cutoff Hoe color convertible 4 units, available now.
Goss Suburban, 2 units, and folder.
3 Wood single width reel tension pasters available now. Now in our warehouse cleaned and painted or rebuilt.
4 unit Harris V22.
3-1 unit Harris V22, and folders.
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COTTRELL V-22, 4 units, JF-4 folder with double parallel.
Cottrell V-25 folders, JF-1.
Cottrell V-25, 4 units, JF-1.
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Goss Suburban 1500 series folder.
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Goss Suburban, units.
Goss Suburban add-on units.
Goss SC folders.
Goss folders: Urbanite, Suburban, SU, Community.
Goss Urbanite folder, 1970.
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WANTED: Newspaper equipment and complete plants.

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EQUIPMENT & SUPPLIES

PRESSES

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Goss Headliner, 22 1/2", 1963, 6 units, Di-Litho.
Goss Headliner, 22 1/2", 1957, 4 units, single delivery folder.
Goss Unitube folders, balloon, roll arms, can be used on offset presses.
Two 60" Capot Rewinders.
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New Baldwin press washups, 35" Compuwriter II with 17 strips.
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MAKING market in Mark I, II, III Photon Pacesetter. The Lookout, POB 205, Hopewell Junc NY 12533, (914) 226-4711.

WANTED: Scrap aluminum litho sheets, plastic-backed litho sheets ("Letterflex") and silver bearing film and chips. Contact Bob Hicks, Continental Commodities, Inc., (704) 525-1901, for highest prices and expert service.

Help Wanted...

ACADEMIC

TWO TENURE-TRACK, Fall openings. First, news-editorial senior slot with extensive professional experience, academic credentials (Ph.D. preferred) and teaching success. Teach newswriting, editing, advanced writing, etc. Second, assistant-to-associate slot or "graphic" specialist in photojournalism and related journalism classes. Good professional background, top teaching and advanced degree (doctorate preferred). Apply to Dr. Gerald Stone, Journalism Department, Memphis State University, Memphis TN 38152 by February 15, 1980. Equal opportunity employer.

JOURNALISM CHAIRPERSON: Will head expanding department of 250 majors; five fulltime faculty, two adjunct. Department offers undergraduate degrees in news-editorial, broadcast journalism, and advertising/public relations. Appointment: August 1980. Must have earned Ph.D. plus substantial administrative, professional, and teaching experience. Tenure track position. Application deadline: 2 March 1980. Contact: Dr. Jack Raskopf, Chairman, Search Committee, Department of Journalism, Texas Christian University, Fort Worth, Texas 76129. TCU is an equal opportunity, affirmative action employer.

HELP WANTED**ACADEMIC**

TWO JOURNALISM FACULTY positions open; Assistant professor for teaching/research position. Earned Ph.D. required. Must have strong applied research track record. Professional experience in media analysis, planning and strategy desirable. Also seeking assistant professor to serve as adviser to student publications. Some classroom teaching in reporting, copyediting involved. Supervise composing room operations. Must be familiar with electronic editing equipment. Ph.D. preferred, master's acceptable. Salary in each position is competitive, depending upon overall qualifications. Appointment for both positions: August 1980. Application deadline: 2 March 1980. Contact: Dr. Jack Raskopf, Chairman, Search Committee, Department of Journalism, Texas Christian University, Fort Worth, Texas 76129. TCU is an equal opportunity, affirmative action employer.

MASS COMMUNICATIONS COORDINATOR—Small, private liberal arts college seeks individual to administer, further develop and teach in established interdisciplinary major, effective August, 1980. Professional experience desirable, especially in broadcast media. Current sequences include advertising, advertising design-photography, broadcast and print journalism, and public relations. Ph.D. preferred; salary and rank negotiable for tenure-track position. Application deadline extended to March 7, 1980. Send letter, resume, and references to: G. Madden, Box 72, Lyncum College, Williamsport, Pennsylvania 17701. An equal opportunity employer.

PUBLIC RELATIONS

Middle Tennessee State University's Department of Mass Communications seeks an individual to teach Public Relations, Case Studies in Public Relations, Public Relations Communication and related courses in its Advertising and Public Relations Sequence. This new, tenure track position begins August 1, 1980. Applicants should desire to build a strong program in academic discipline. Ph.D. in Communications or a related field and experience in public relations/media preferred; M.A. and experience required. Salary and rank will be determined upon the basis of degrees earned and media and teaching experience. Please send a letter of application, resume and three letters of recommendation to Dr. Edward M. Kimbrell, Chairman, Department of Mass Communications, MTSU, Murfreesboro, TN 37132. (615) 898-2813 Application deadline is March 9, 1980. Females and Minorities are encouraged to identify themselves for Affirmative Action Statistical Reports. MTSU is an Equal Opportunity/Affirmative Action Employer.

IMMEDIATE OPENING (Spring 1980) for an Assistant Professor with Ohio University's Institute of Visual Communication. The Institute offers a top level professional interdisciplinary program between the College of Communication and College of Fine Arts. The applicant must have extensive top level professional (real world) experience, a minimum of a masters degree (MSJ, MSC, or MFA) and some teaching experience. If you are a professional who always wanted to give a college photography program a taste of the real world, this is your chance to join a winning team. The person who fills this position will be responsible for teaching upper level undergraduate and graduate courses in studio, industrial, and editorial photographic illustration and should have some background in newspaper photography multimedia, film, TV and/or video production. We are interested in someone who is willing to teach what they know. This is a full time (nine month) position on tenure track. Salary \$12,000 to 15,000 for nine months. Ohio University is an affirmative action/ equal opportunity employer. Contact: Charles Scott (Director) or Terry Eiler (Associate Director), Institute of Visual Communication, Ohio University, Athens, Ohio 45701. Deadline for applications: February 25, 1980.

GRADUATE teaching assistantships available for 1980-81 academic year in photography and reporting/editing. Half-time, \$3500 stipend and tuition reduction. One-year professional program leads to a master's in journalism. Write: Department of Journalism and Mass Communication, South Dakota State University, Brookings SC 57007. Application deadline May 1, 1980. SDSU is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED**ACADEMIC**

UNIVERSITY OF QUEENSLAND SENIOR LECTURER/LECTURER IN JOURNALISM

Academic qualifications and professional experience in journalism at a senior level required. Teaching experience at tertiary level, some familiarity with the electronic media, overseas experience in journalism and a higher degree or evidence of considerable scholarship desirable. To provide academic leadership within the discipline of journalism at Queensland University, to initiate research programmes, to teach vocational and theoretical courses, and to establish close liaison with the industry and working journalists in Australia. To take up duties in July, 1980. Quote Reference No. 02580, 17th March, 1980.

SALARY: Senior Lecturer \$A21,858—\$A25,477 p.a.
Lecturer \$A16,291—\$A21,401 p.a.

OTHER BENEFITS: Opportunities to undertake programmes of special studies, superannuation, housing assistance, travelling and removal expenses.

Additional information and application forms are obtainable from the Staff Officer, University of Queensland, St. Lucia 4067, Queensland, Australia.

ASSISTANT PROFESSOR OF JOURNALISM beginning September 1, 1980. Full time position in growing department to teach basic and advanced writing, editing and mass communications courses and other courses within the applicant's areas of special interest. MA or equivalent plus professional experience required. Some teaching experience desirable. Salary \$15,000 for a 9 month academic year. Closing date for receipt of applications: Monday, March 3, 1980. Send resume to Arthur Guesman, Chairman, Department of Journalism and Broadcasting, 107 Lord Hall, University of Maine, Orono ME 04469. An equal opportunity/affirmative action employer.

ADMINISTRATIVE

GENERAL MANAGER—Small weekly chain, Zone 2. After 27 years need re-placement so I can retire. All-around newspaperperson heavy on sales wanted. Box 32041, Editor & Publisher.

HELP WANTED**ACADEMIC****HELP WANTED****ADMINISTRATIVE**

3200 WEEKLY needs general manager who knows community journalism and how to run a paper front to back. Must be strong in advertising. This paper has no competition and lots of potential. No job printing. Nice area with great hunting and fishing, 2 hours from Denver. Write today. Box 32116, Editor & Publisher.

IMMEDIATE OPENING, full time, arts management position at one of nation's largest summer art schools. Coordinator of professional concert series. Need skills in communication, publicity and advertising. Salary range \$10-15,000 based upon experience. Contact Fritz Stanfield, Blue Lake Fine Arts Camp, Twin Lake MI 49457.

CHIEF FINANCIAL OFFICER

Multi-media corporation, aggressive acquisition program. Must be knowledgeable in newspaper and/or broadcast accounting, have ability to work with people. Travel essential. Send resume and salary requirements to Box 32234, Editor & Publisher. Replies confidential.

CONTROLLER, business manager with periodical experience. National newspaper with headquarters in central Connecticut. Casual office, booming business. Must be strong on accounting, budget, forecast, cash flow, collections, cost cutting, taxes. Salary open. Please state all including salary expectation in first letter to Box 32183, Editor & Publisher.

PUBLISHER trainee who can sell ads under any circumstances, anywhere, who can fill two hats; to become a shirt sleeve working publisher and still be a salesperson. Expanding weekly group needs person who is good and knows it and is a natural workaholic. Percentage of net as publisher. Stock option. Tell me all about yourself. Box 593, Fredericksburg TX 78624.

SHIRT SLEEVES-STYLE MANAGER to run fast-growing, independent, 150-employee New England newspaper (1 daily, 9 weeklies) and commercial printing company. New printing plant permits further growth. Excellent salary plus bonus. Reply in confidence with resume and income requirements. Box 32146, Editor & Publisher.

ADMINISTRATIVE

NEWSPAPER EXECUTIVE, strong accounting including corporate tax. Florida headquartered, small newspaper group of 15 daily and weekly newspapers is looking for a top executive controller. Must be willing to travel some. Ideal working conditions, good benefits, salary negotiable. Send full information including salary requirements to PO Box 3239, Tequesta FL 33458.

GENERAL MANAGER

Splendid opportunity for dynamic individual to manage our established newspaper with 10,000 circulation located in Zone 2. Genuine growth opportunity. Please send a letter and resume stating your accomplishments and personal objectives. All replies will be held in the strictest of confidence. Box 32090, Editor & Publisher. Equal Opportunity Employer.

PERSONNEL MANAGER

The Washington Post is seeking a top level professional to work as Personnel Manager in our new Springfield, Virginia manufacturing facility. The setting will be a union and nonunion environment of approximately 300 people. The position reports directly to the Plant Manager.

Will be responsible for a broad range of personnel activities including:

- organization start up and development
- management and technical training
- EEO/OSHA compliance
- benefits and compensation
- labor relations coordination
- employee counseling

Requirements include:

- 5 years Personnel experience
- Bachelors degree, with masters degree in Personnel-related field helpful, but not necessary
- private sector, manufacturing environment experience
- proven management ability
- excellent interpersonal skills
- knowledge of quality of worklife applications helpful

Excellent compensation and benefits are available, as is a stimulating and challenging work environment. Send resume, including salary history and requirements to:

Employment Manager
The Washington Post
1150 15th Street, N.W.
Washington, D. C. 20071

An Equal Opportunity/Affirmative Action Employer

HELP WANTED**ADMINISTRATIVE**

POSITION OPEN for a Vice President, General Manager of a newspaper operation (in the Southeast area of the U.S.) with circulation in the 30,000 to 40,000 range. Excellent opportunity for a well-trained, young executive on the way up. Duties include all the operational responsibilities of the company including overall responsibility of the news. Do not apply without substantial experience. Replies held in strict confidence. Reply in writing to Box 32089, Editor & Publisher.

ADVERTISING

SALES REPRESENTATIVE needed immediately for expanding nationally known advertising feature. Area includes Illinois and Iowa. Newspaper background helpful. Salary \$13,200 plus \$6000 for expenses. Travel necessary. Responses confidential. Address replies to: Personnel Department, PO Box 8024, Charlottesville VA 22906.

ADVERTISING REPRESENTATIVE—Large weekly shopper has an opening for a highly motivated, aggressive and creative person on our sales staff. Salary plus commission, auto, gas allowance. Good company benefits. Toll free (800) 843-6805, Sioux Falls SD, K.A. Lesner, president.

MAINE Lakes vacation area, large weekly needs aggressive sales person who wants to put down roots in the friendliest community in New England. Send resume and references to: H. James, Advertiser-Democrat, Box 269, Norway ME 04268.

FAST GROWING suburban weekly in California, looking for strong, enthusiastic individual with some experience in advertising. Salary + high commission, mileage. Immediate opening. Reply Foster City Progress, PO Box 4040, Foster City CA, 94404, Attn: Sharry Han, Ad Manager.

HELP WANTED**ADVERTISING****ADVERTISING
SALES DIRECTOR**

are western New York's leading daily newspaper, the 29th largest in the nation. The individual we are seeking will be responsible for all divisions of display and classified advertising. Publishing daily and Sunday, we are building on a sound circulation and advertising base—and are looking for someone to further develop a good staff and innovative sales plans for the future. Proven managerial and marketing experience, including project organization and motivation of sales personnel, is essential. Background in retail, general and classified is important. Excellent pay, fringes and working conditions. All replies treated as confidential. Send resume and salary requirements to Richard K. Feather, Vice President, Buffalo Evening News, 1 News Plaza, Buffalo NY 14240, or call (716) 849-4535.

RETAIL AD MANAGER

Fast growing southern Connecticut daily seeks aggressive sales oriented manager with minimum 3-5 years solid experience on major metropolitan newspaper. Salary and bonus commensurate with experience. Excellent benefits. Fantastic opportunity. Equal opportunity employer. Send complete resume and salary history in confidence to Box 32108, Editor & Publisher.

ADVERTISING SALESPERSON wanted by established weekly sports and gambling newspaper located in Las Vegas, Nevada. Should be aggressive self-starter with experience in newspaper advertising sales. Top earnings for the right individual. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

HELP WANTED**ADVERTISING****RETAIL AD MANAGER**

Upgrading and eager, capable staff... planning and leading the team to improved sales... fostering greater retailers' use of the paper... If these challenges and the parallel commitment interest you then contact us about our retail manager opening before February 11. We're a medium-size Midwest paper offering a chance for a career oriented manager with some experience to develop his or her skills and competitive pay in a positive, non-chain atmosphere. All responses will be answered. Send your resume to Box 32131, Editor & Publisher. Equal opportunity employer.

MOVE UP, to your own boss. Ohio weekly needs result oriented ad manager who can help us double our sales in a prosperous community. Supervise staff of 3. Salary \$18,000 plus good bonus, fringes, car expense, retirement. Box 32123, Editor & Publisher.

ADVERTISING SALESPERSON sought by 26,000 Midwestern daily, university town. Ad sales experience required. Excellent opportunity for an ambitious person looking to move up the ladder a notch. Salary plus commission, good fringes. Send resume and salary requirements to: Personnel Office, The Herald-Telephone, PO Box 909, Bloomington IN 47401.

ADVERTISING SALES

Due to promotion we have an immediate opening. Let your family enjoy this fine tri-state area (Iowa, Illinois, Missouri). Minimum of 2 to 4 years experience needed. Good base pay plus commission for mid-teens earnings. Apply J W Nelson, Ad Director, Daily Gate City, 1016 Main, Keokuk IA 52632. (319) 524-8300. Replies held in confidence. Call toll free from Iowa (800) 722-6003, from states touching Iowa (800) 553-7082.

PROFESSIONAL SALES MANAGER needed to fill new position in growing organization. Individual must be capable of heading advertising sales force for multi-newspaper group, and bring in a \$3 million organization to \$12 million in 5 years. Corporate planning includes conversion of a weekly to daily and entrance into Cable TV market. Professional sales management experience essential, advertising sales a plus. Please send resume to Harriet U. Rady, Personnel Manager, MPG Communications, Box 959, Long Pond Rd., Plymouth MA 02360. An equal opportunity employer.

ADVERTISING DIRECTOR for 50,000 daily. Should be experienced in all phases of marketing. Growth market, quality news product. Salary negotiable. Send resume to Edward F. St. John, Publisher, The Daily Tribune, 210 E. Third St., Royal Oak MI 48068.

PROGRESSIVE ARIZONA weekly needs aggressive, experienced advertising salesperson. Established accounts offer excellent earnings. Must cope with year round beautiful climate. Send resume to: Advertising Director, The Mohave-Colorado River Sun, 2079 McCulloch Blvd, Lake Havasu City AZ 86403.

FT LAUDERDALE entertainment paper seeks 2 retail display salespeople. \$200 per week draw. Resume: Good Times, 1400 E. Oakland Park Blvd, Ft Lauderdale FL 33334.

ART/GRAPHICS**NEWSROOM ARTIST**

New position on AM, PM and Sunday newspapers in Zone 2. Opening available around June 1, 1980, for illustrator of news and features and weekend sections. Familiar with full color ROP, newspaper design, layout, photograph retouching and graphics. An excellent growth opportunity in prosperous community with a quality newspaper group. Competitive salary and fringe program. If interested, send confidential resume to Box 32055, Editor & Publisher.

CIRCULATION

CIRCULATION DIRECTOR or Manager for daily newspaper in northern Virginia. Need an aggressive individual with a proven track record in circulation. Emphasis on home delivery, carrier recruitment, collections, motivation and sales. Good opportunity for right person to grow with a progressive organization. Good salary plus fringe benefits. Send resume in confidence to Box 32070, Editor & Publisher.

HELP WANTED**CIRCULATION**

WANTED—Aggressive, knowledgeable circulation manager. Must have good references. A good position for assistant wanting to move up. AM daily in Zone 3. Salary plus bonus on production. Send resume in confidence to Box 31830, Editor & Publisher.

CIRCULATION MANAGER for expanding group of weeklies and shopper in New York City. Emphasis on home delivery. Send resume, salary expectations to Box 32096, Editor & Publisher.

CIRCULATION MANAGER for 5-day, 7000 daily, permanent. Want experienced person for one owned growing paper. Donn Dodd, Claremore (Okla) Daily Progress, (918) 341-1101.

WE ARE LOOKING for a "shirt-sleeve" circulation manager for an eastern Ohio daily newspaper with 25,000+ circulation and plenty of room for growth. If you are now a manager on a smaller paper looking to move up, we would like to hear from you. We are part of a growing group offering excellent opportunity for advancement. Successful applicant must have experience in Little Merchant system, have excellent track record with regard to collections, promotions and training. Must have work and character references. Position will offer excellent salary, all company benefits and excellent working environment. For interview send complete resume including history, salaries etc., to Box 32210, Editor & Publisher. All replies will be held in strict confidence. Those chosen for interviews will be notified within 30 days.

CLASSIFIED ADVERTISING**OUTSIDE SALES MANAGER**

Excellent opportunity with suburban Connecticut daily for experienced (3-5 years on a major metropolitan newspaper), self motivated, take-charge person. Our Outside Classified Sales Manager must be able to handle a staff of eight. Salary and bonus commensurate with experience. Excellent benefits. Equal opportunity employer. Send resume and complete sales history. Box 32109, Editor & Publisher.

CLASSIFIED MANAGER

Lerner Newspapers, publishers of 52 community newspapers in Chicago and suburbs is seeking an experienced manager for 2 of its 5 classified divisions—THE TIMES in northwest Chicago and THE VOICE in Schaumburg.

You will be responsible for a staff of 19—including hiring, training, sales development and agency liaison—as well as budgeting, marketing, etc. in coordination with other divisions. Newspaper background required, recruitment ad agency experience a definite plus.

We offer an excellent salary, health and life insurance, profit sharing, etc. Opening due to corporate expansion. Please send resume in confidence to: Personnel Dept., Longacre, LERNER NEWSPAPERS, 800 E. Higgins, Schaumburg IL 60195. An equal opportunity employer M/F.

EDITORIAL**SMALLER CAN BE BETTER**

Owner of profitable, weekly newspaper in desirable Long Island community seeks top deputy with strong editorial background plus general management problem-solving experience in organization of editorial product (including layout, copy editing, head writing) plus desire and ability to gradually assume responsibility for non-editorial facets of operations. Send resume, salary requirements, and letter describing how your interests, objectives, and background qualify you for the job. Box 31914, Editor & Publisher.

DYNAMIC beginner needed by small Midwest daily newsroom. Must be great at spelling, writing, typing, college academic achievements and leadership potential. Chance to learn all phases of publishing. Write Box 31301, Editor & Publisher. Send complete resume, nonreturnable samples and letter about yourself. Include salary expectations.

ASSISTANT FEATURES EDITOR needed for 50,000 AM daily in Northwest. Must be skilled in copy editing, layout, headline writing, story and graphic ideas, and management. Send resume to Box 32033, Editor & Publisher.

HELP WANTED**ADMINISTRATIVE**

POSITION OPEN for a Vice President, General Manager of a newspaper operation (in the Southeast area of the U.S.) with circulation in the 30,000 to 40,000 range. Excellent opportunity for a well-trained, young executive on the way up. Duties include all the operational responsibilities of the company including overall responsibility of the news. Do not apply without substantial experience. Replies held in strict confidence. Reply in writing to Box 32089, Editor & Publisher.

ADVERTISING

SALES REPRESENTATIVE needed immediately for expanding nationally known advertising feature. Area includes Illinois and Iowa. Newspaper background helpful. Salary \$13,200 plus \$6000 for expenses. Travel necessary. Responses confidential. Address replies to: Personnel Department, PO Box 8024, Charlottesville VA 22906.

ADVERTISING REPRESENTATIVE—Large weekly shopper has an opening for a highly motivated, aggressive and creative person on our sales staff. Salary plus commission, auto, gas allowance. Good company benefits. Toll free (800) 843-6805, Sioux Falls SD, K.A. Lesner, president.

MAINE Lakes vacation area, large weekly needs aggressive sales person who wants to put down roots in the friendliest community in New England. Send resume and references to: H. James, Advertiser-Democrat, Box 269, Norway ME 04268.

FAST GROWING suburban weekly in California, looking for strong, enthusiastic individual with some experience in advertising. Salary + high commission, mileage. Immediate opening. Reply Foster City Progress, PO Box 4040, Foster City CA, 94404, Attn: Sharry Han, Ad Manager.

**MANAGEMENT
POSITIONS****PRODUCTION**

ASST. PRESSROOM FOREMAN TO \$25,000
Mid-sized pub. located on West Coast. Report to pressroom foreman & supervise staff of 15 in this unionized firm. Experience with both letterpress and offset. Presently letterpress, converting to offset in future. Experience in conversion to offset a real plus.

PRESSROOM MANAGER TO \$22,000
Mid-sized daily located in Mid-West. Offer experience and background in spot and four color process desirable. Supervise crew of 11 in unionized shop. Part of major chain with good growth potential.

PRODUCTION MANAGER TO \$20,000
Group of New England weeklies. Reports to GM. Responsible for 4 newspapers and outside printing. Supervise staff of 20, non-union; with background in composing room, press, camera and plate rooms.

ASST. PRESSROOM FOREMAN TO \$17,000
For 40,000 daily in Mid-West. Reports to pressroom foreman in unionized shop. Exposure to Harris presses desirable, as is experience with job shop work. Supervise staff of six.

ADMINISTRATIVE

GENERAL MANAGER TO \$40,000
Suburban newspaper in Mid-West. GM for one group, reporting to the president. Supervise staff of 25 in advertising, circulation and general office. Background in marketing/advertising a must, daily or weekly. Degree preferred, advanced degree in business desirable.

SYSTEMS MANAGER TO \$35,000
Metro daily in Mid-West. Reports to production director. Responsible for all D.P. systems associated with production department. Degree preferred, engineering degree desirable. Strong systems orientation with emphasis on production systems.

PROMOTION MANAGER TO \$26,000
For 100,000 metro located in eastern U.S. Reports to publisher, involved in all areas of newspaper; editorial, circulation, advertising, etc. Degree required, preferably in marketing. Responsible for building staff over next few years.

DP MANAGER TO \$25,000
For 100,000 located in Mid-West. Reports to controller. Experience in circulation desirable. Equipment: DEC, PDP-11. Exposure to this, or similar equipment desirable.

Send resume or contact
Patrick J. Quinn, Jr.

215-565-0800

**GORDON
WAHLS**

Executive Search

P.O. Box 905, 610 E. Baltimore Pike, Media, Pa. 19063

HELP WANTED

EDITORIAL

OUTDOOR REPORTERS

The editor of a West Coast weekly for anglers and hunters is compiling a file of applicants for forthcoming reporter positions. Applicants should have a thorough knowledge of angling and hunting and must write concise and clear English. Send resume and clips to Box 31832, Editor & Publisher.

IF YOU HAVE the experience, desire, knowledge, ability and professionalism to help build, train and develop the best news department in the country, and are interested in the challenge, we have a very bright future for the right person. An excellent opportunity for a qualified, proven professional who may be held back in his present job. A California daily in the 30,000 bracket with great potential is looking for you. A response and resume to this ad will bring you a telephone call explaining the position. Write Box 31859, Editor & Publisher.

WANTED—2 community news oriented journalists (camera experience helpful) for expanding Nevada firm. Send samples and resumes to SunWest Publications Inc., PO Box 1210, Fallon NV 89406.

MANAGING EDITOR—Direct news operation for California medium daily in metropolitan area. Report to editor. Five years news management with staff of 15 or more. Emphasis on quality writing, news judgment. Contact Dennis Morefield, Evening Outlook, PO Box 590, Santa Monica CA 90406.

NEWSROOM EXECUTIVE

Medium-size daily in East needs a newsroom leader. We seek an aggressive editor who can oversee the city desk while taking an active part in running the rest of the newsroom, reporting directly to the editor. We're committed to excellence and have begun an extensive rebuilding program to make ours a top-notch local newspaper. But we need that one editor with the vision, drive and sharp management skills to help us get results. We offer exceptional salary (\$25-30,000), benefits and location, and the probability of rapid advancement. If you have at least five years of solid daily newspaper editing experience, write us at Box 31657, Editor & Publisher. Include professional references.

Night Picture Editor

Major Midwest metropolitan newspaper seeks picture editor to coordinate daily use of photos. Creative visual sense, sound news judgment and ability to work well with senior editors are essential. This is a key position on a paper with excellent benefits. Box 32017, Editor & Publisher.

CITY EDITOR—We want someone who knows how to run a solid local news operation and can generate staff enthusiasm. Include summary of your concept of city desk operation and news philosophy with resume. Excellent opportunity on 75,000 daily in one of the top Zone 5 communities. Box 32124, Editor & Publisher.

REPORTER for general assignment, some editing, features. Large prize-winning weekly in excellent area, good conditions, congenial staff. Chance for advancement through large organization. Mr. Brower, Willard Times, Box 368, Willard OH 44890. (419) 933-2031.

PAGE LAYOUT—Headwriting and some copy editing for PM daily in western Kentucky. Some experience required, though college training might suffice. Pleasant working conditions with highly professional news organization. Open immediately. Reply Box 32103, Editor & Publisher.

WANTED: Person to edit lively, rural weekly newspaper. Independently owned. Nominal dollar pay, fantastic fringe benefits: hunt, fish, boat, hike or ski in nearby NRA and Wilderness area. Garden, log or farm in amenable climate. Opportunity for good copy and fine community relationships. Send questions and qualifications to PO Box 646, Halfway OR 97834.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resume; we will duplicate and refer it on current job openings. Editorial, advertising, circulation and back shop positions welcomed.

New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass. 01098

EDITOR & PUBLISHER for February 2, 1980

HELP WANTED

EDITORIAL

COUNTY SEAT 5000 semi-weekly seeks experienced journalist to serve as public affairs editor. Could be in charge of six-person department for 2 months while editor completes Masters. Will have editorial and wire responsibilities. VDT background helpful. Gazette Publications, PO Box 166, Jefferson OH 44047.

EXPERIENCED NEWSPERSON for weekly aviation newspaper. Solid news background and active interest in flying required. Private license or better preferred. Background with salary history required. Bob Dorr, Flightline Times, Box 3, Brookfield CT 06804.

SPORTS REPORTER

Southern Maryland. Transportation required. Experience preferred. Recent Journalism school grad acceptable. Camera knowledge required. Salary open. Send resumes and samples to Box 32061, Editor & Publisher.

EDITORIAL WRITER

THE HERALD NEWS, Passaic, New Jersey, is interviewing candidates for an Editorial Writer's position. Experience and knowledge of New Jersey affairs is a must. Write to: Coit Hendley Jr., Executive Editor, THE HERALD NEWS, 988 Main Av., Passaic NJ 07055.

COPY EDITOR

Syracuse Post Standard has an opening for a copy editor. Applicants must have a college education and should have experience in copy editing, layout and headline writing. Please respond in writing to Robert Haggart, Metropolitan Editor, The Post Standard, Box 4915, Syracuse NY 13221.

THE STATES-ITEM is seeking an experienced journalist to cover Metropolitan New Orleans real estate and business affairs. Basic knowledge of business and finance essential. Editing experience desirable. Send complete resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Av., New Orleans LA 70140. An equal opportunity employer M/F.

COPY EDITOR—The States-Item in New Orleans is seeking an experienced copy editor who is skillful and literate editor, a writer of lively and accurate headlines and familiar with VDTs. Some layout is involved. A minimum of two years experience is desired. The States-Item is a four edition-a-day, five afternoons/Saturday morning paper. Send full resume to Personnel Director, The States-Item, 3800 Howard Av., New Orleans LA 70140. An equal opportunity employer M/F.

COPY EDITOR

Experienced editor, sensitive to nuances of style as well as content. Should also be able to layout pages and write occasional features. For lifestyle section of award-winning 7-day AM in Zone 2. Write Box 32046, Editor & Publisher.

EDITOR, 4500 circulation, 44-56 page tab weekly. Southeast Michigan. \$18,000. Must move in, be part of community. Some experience required. Photography, headlines, make up, reporting all part of it. Box 32043, Editor & Publisher.

WRITER/REPORTER for weekly newspaper in Las Vegas, Nevada. Sports and casino beat. Must be able to crank out good lively copy. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

FASHION REPORTER

We cover fashion as aggressively as City Hall. Our approach is bright, upbeat, people-oriented and broad scope. We are interested in not only what women are wearing, but men, children and lifestyle areas, such as furnishings, fitness and food. Your reporting skills must be varied with a writing spark with at least 3 years in fashion; feature and hard news background a plus. If you feel qualified, send resume and clips to:

Dan Donohue, Personnel Administrator
The Providence Journal Company
75 Fountain Street
Providence RI 02902

Equal opportunity employer. M/F

HELP WANTED

EDITORIAL

THE STATES-ITEM in New Orleans seeks an experienced journalist for the position of editorial writer. Sound knowledge of government, politics, business and economics essential. Editing and layout experience desirable. States-Item editorial philosophy is progressive, pragmatic rather than doctrinaire. Send resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Av., New Orleans LA 70140. An equal opportunity employer M/F.

MANAGING EDITOR for 45,000 AM in competitive market, Zone 4. Person we choose must be able to direct and motivate a young, inexperienced but talented staff while meeting the high standards we already have set. Send us a package that includes samples of your paper, resume, salary requirements and essay on your philosophy of journalism. We particularly want to know your thoughts about competition, a young staff and your definition of a local newspaper. Write to Box 32248, Editor & Publisher.

GOT A TABLOID FEVER? that your present job just can't contain? Got a yen to design knock-your-eye-out pages and write snappy, splashy headlines that your present paper just won't go with? Want to roll up your sleeves and work hard with a small, dynamic, go-ahead team of pros on America's youngest and brightest tabloid in the country's only 4 daily newspaper city? We want to hear from you. The Philadelphia Journal, the paper that can't keep down, is 2 years old and at the 100,000 circulation mark. We're aiming to add another 50,000 to that by the end of the year and we need a night news editor who lives, eats and breathes tabloid to help us make it. We're not interested in anyone with less than 5 years in the business. We're not interested in anyone who includes the word "conventional" in his/her vocabulary. Experience and hard-nosed newspaper know-how are more important than formal education. Flair and daring are a must. Hours 5pm to 2am approximately. Salary by negotiation, satisfaction guaranteed. Think you can hack it in America's last great newspaper town? The competition is fierce. You won't find it easy but you will find it fun. Come on in... the water's fine. Send your resume to Michel Trudeau, Editor and Chief, 3010 Market St., Philadelphia PA 19104.

CITY EDITOR

Experienced editor or reporter ready to move up needed to guide young, talented staff. Responsible for assignments, editing and laying out local pages. Call Frank M. Lane, The Daily Nonpareil, Council Bluffs IA 51501. (712) 328-1811.

JOURNALISTS

AGENCE FRANCE PRESSE seeks experienced American rewriters for AFP's international English wire service in Paris, France. Excellent knowledge of French mandatory (high school French won't do). 5-day week (rotating shifts). Starting salary \$20,000. Vacation: 4 weeks summer and 1 week winter. Retirement fund. Full coverage National Health Plan. Further details regarding career and benefits provided in Paris where applicants will have to go at their own expense for testing of qualifications. Apply in writing together with resume to: Miss G. G. G. G. G., English Service, Agence France-Presse, 13 Place de la Bourse, 75002 Paris, France.

NEWS EDITOR, experienced, for South-west daily. Editor, Sun-News, Box 1749, Las Cruces NM 88001.

CORPORATE/ FINANCIAL COMMUNICATIONS EDITOR

in New England for major national public relations firm. Minimum 5 years experience. Crisp, fast writer with financial media/communications knowledge. Major career opportunity in exciting professional environment. Send resume to:

Box 32229
Editor & Publisher

HELP WANTED

EDITORIAL

KEY POSITION—South Illinois daily newsroom. We need a leader willing to work with management team. Must be goal oriented. Exciting potential in rapid growing community. Must have minimum 3 years experience and knowledge in all phases of newsroom operation. Rapid advancement to managing editor for right person. Group owned newspapers. Send introductory letter, resume and salary requirements to Box 32012, Editor & Publisher.

WANTED—Versatile pro to fill editorial slot on aggressive, growing weekly trade magazine located in mid-Michigan. Send letter, resume and salary history to Oil & Gas News, PO Box 250, Mt Pleasant MI 48858.

BUFFALO COURIER-EXPRESS, recently acquired by the Minneapolis Star & Tribune Company, is seeking an experienced sports copy editor. Salary to \$24,500, commensurate with experience. Send resume and clips to Martha Hanny, Courier-Express, 795 Main St, Buffalo NY 14240.

DUE TO PROMOTION of present editor within company, twice weekly is looking for new person to fill vacated position. Should possess strong layout abilities, good photographer, writer and organizer. Superb chances for advancement with Community Division, Landmark Communications.

Intimate town within 20 minutes of metropolitan area. Progressive, aggressive, young staff. Contact Brad Bradberry, Glenwood (IA) Opinion-Tribune, PO Box 191, Glenwood IA 51334.

DESKPERSON—SPORTS

Writing minimal. Do layout 3 to 4 days per week, edit copy. Must be familiar with Harris or similar system. Need turn around, meeting deadline problems. AM edition, 60,000, Sunday 100,000 covering Maryland, Virginia, North Carolina sports territory. Must be experienced, strong handling staff. Apply Box 32240, Editor & Publisher.

EDITOR

Opening April 1 for an editor with at least 5 years experience to direct night news operations for Zone 3, 100,000+ circulation daily.

Need self starting well-organized person with good news judgment, editing, content planning and layout experience. Must be oriented in good use of photos and graphics.

Starting salary \$20,000 or more depending upon experience. Send complete resume including salary history, references (at least 2 professional), non-returnable page samples, and letter about yourself to Box 32238, Editor & Publisher. An equal opportunity employer.

CITY DESK

If you thrive on competition, if you have proven ability as a planner and newsroom leader, if you have strong editing and layout skills there is a morning daily in Zone 2 that would like to talk to you about a city desk job. Young, aggressive staff awaits the right person. An equal opportunity employer M/F. All inquiries will be answered. Write Box 32237, Editor & Publisher.

DESK PERSON

Major Eastern AM Daily

If you have a reporting background and have worked all the desks, and have strong rewrite experience, we'd be interested in talking to you about an opening on our News and National Desks.

Starting Salary \$25,000+
(Depending upon experience)
Excellent Benefits Package

Send resume including history in confidence to:

Box 32153,
Editor & Publisher

Equal Opportunity Employer M/F

HELP WANTED

EDITORIAL

REPORTER

Top notch general assignment reporter wanted. 3 to 4 years experience minimum. Massachusetts or New England experience preferred. Aces only. No calls. Clips and resume to: Gerald Fitzgerald, Managing Editor, The Standard Times, 555 Pleasant St., New Bedford MA 02742. WE ARE AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.

EXPERIENCED copy editor with VDT experience to work rm and work into makeup and layout. Aggressive newspaper of 70,000. Zone 4. Write Box 32209, Editor & Publisher.

WIDE-RANGING newspaper is seeking wide-ranging reporter for Zone 4. Two to five years experience. We only want people who can write it right, write it tight and write it tonight. Send samples Box 32208, Editor & Publisher.

ASSISTANT CITY EDITOR for PM. The person who fills this job must have hard news experience, both as reporter and editor. Long hours and lots of pressure supervising a talented staff on a paper with a reputation for going anywhere and doing anything to get a story. For more information call (513) 225-2211 or write Brad Tillson, City Editor, Dayton Daily News, Dayton OH 45401.

REPORTER—Southern New England AM seeks reporter with 1 to 2 years daily experience to cover variety of local news in small city convenient to metropolitan areas. Send letter and resume to Box 32186, Editor & Publisher.

REPORTER, general assignment and features, for award winning university town weekly in South Carolina. Experienced or recent J-school graduate. Send complete details. Box 32177, Editor & Publisher.

SPORTS WRITER with a minimum of 2 to 3 years daily newspaper experience sought by Green Bay Wisconsin Press Gazette, daily circulation 59,000, Sunday 70,000. Accuracy and bright writing style a must for extensive high school sports beat. Pay is commensurate with experience, excellent employee benefits package including health and life insurance, vacation and profit sharing plan. Write to editor, Green Bay Press Gazette, PO Box 430, Green Bay WI 54305.

ONE of South Carolina's fastest growing newspapers is seeking reporter applicants. Resume and salary history to Ken Fortenberry, Beaufort Gazette, PO Box 399, Beaufort SC 29902.

NEWS EDITOR for small but growing Southern coastal PM. Must be strong on planning, layout and staff development. Minimum of 3 years editing experience and a strong background as a reporter. Resume and salary history to Box 32170, Editor & Publisher.

EDITOR wanted for 8000 circulation 6-day Wisconsin newspaper. Duties include management of staff and design of product. Opportunity for a self-starter who wants to put out an imaginative, high-quality, aggressive newspaper that can dominate its market. Send resume, references and salary requirements to Duane Craig, General Manager, Portage Daily Register, 309 DeWitt St, Portage WI 53901.

REPORTER-EDITOR needed immediately for small daily in central Missouri. Must be strong in layout, editing and photography. Send resume and clips to Larry W. Freels, Daily Guide, PO Box 5, Wrayville MO 65583.

WE NEED a general assignment reporter who isn't afraid to get out on her hands dirty. Includes all kinds of coverage, some make-up, photographic ability. Sense of humor a requisite. Send resumes to Perry White, Editor, Mirror-Recorder, Stamford NY 12167.

NEWS, ENTERTAINMENT AND SPORTS—We will have openings in all areas in the coming months. If you're looking, but can wait to move—send us your resume. We are a major weekly in Zone 5 and need people with 2 solid years of experience on a daily or large weekly. You must want to work on a WEEKLY, with a news magazine philosophy. You'll be surprised to know you're sending a resume. Send resumes and salary requirements to Box 32140, Editor & Publisher.

HELP WANTED

EDITORIAL

EDITOR

Progressive 17,000 Pennsylvania daily seeks aggressive, experienced and quite capable community journalist to head its 20 person news staff. Small daily experience an absolute must as is the need for all-around newsroom exposure. Ideal spot for second in command to move up. Our newspaper is well respected, award-winning and is located in a great community.

Will respond to those who sell themselves, their experience and their management techniques for a newspaper our size. Salary history must be included as well as non-returnable clips and page layout.

If you fit these demands we'd like to hear from you. Write in confidence to Box 32216, Editor & Publisher.

NEED COPY EDITORS who edit tightly and write excellent headlines. Wire and layout experience helpful. Try-out is mandatory. Only first time applicants please. References are a must. Send resume to B. Clair Cobb, News Editor, Arizona Republic, Box 1950, Phoenix AZ 85001.

REPORTER for 8600 daily on the move in northern lower Michigan. Prime recreational area, vigorous business and industrial climate. One year experience or be a beginner with strong training. Prefer applications from Michigan and neighboring states. Send resume, clips and salary requirements to Richard A. Matteson, Managing Editor, Cadillac Evening News, PO Box 640, Cadillac MI 49601.

ASSISTANT CITY EDITOR for fast growing, aggressive daily. Our ideal candidate has a few years experience reporting and editing, can demonstrate superior rewrite and copy editing skills, has solid news judgment, knows layout and VDT. We want someone who has potential for greater responsibility as paper grows. Contact John Cofton, Casper Star-Tribune, PO Box 80, Casper WY 82602.

FAMILY PAGE EDITOR

8500 PM daily in North Dakota needs editor who can write lively headlines and design appealing pages. Position requires some diplomatic skills. For more information on the job call collect (701) 572-7162 and ask for Rick Trembley.

NEEDED—Both staff and stringer reporters and writers New York based, experienced in fields of advertising and/or communications. Send resume to Box 32212, Editor & Publisher.

JOB LEADS

PR/EDITORIAL Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

MARKETING RESEARCH

RESEARCHER

We are looking for a very special person to start a marketing research department. Should have a minimum of 3 years experience on a major metropolitan daily and be able to analyze and translate raw data into effective sales presentations. Salary commensurate with background and experience. Excellent opportunity with outstanding growth potential. Equal opportunity employer. Send complete resume including previous salary to Mr. Paul Johnson, Director of Marketing, Connecticut Newspapers, Inc., 258 Atlantic St., Stamford CT 06901.

NEWSPAPER IN EDUCATION

FIELD SERVICES ADVISOR

American Newspaper Publishers Association Foundation is seeking an additional Newspaper-in-Education field services advisor to provide on-site support for Newspaper-Education programs nationwide. This person will advise newspapers on starting, expanding and improving NIE programs; lead teacher workshops and promote the NIE program to individuals and groups in the newspaper and education professions. Position calls for frequent travel. NIE experience and background in highly developed communications (oral and written) skills. All applications must be in writing. Send to: ANPA Foundation, The Newspaper Center, Box 17407, Dulles International Airport, Washington DC 20041.

HELP WANTED

PHOTOJOURNALISM

WANTED—Creative photographer who can tell news and feature stories with photos and words. In return for good shooting, we offer good display and some process color use at an offset AM paper of 33,000. Pleasant town of 50,000. The ideal candidate is familiar with Kentucky and is from the Midwest or South. Dave Butler, managing editor, Messenger-Inquirer, 1401 Frederica, Owensboro KY 42301, or (502) 926-0123. Equal opportunity employer.

WANTED: Photo chief for fast growing daily. Should have a few years experience on a daily with good portfolio. Knowledge of printing processes required. Send resume, samples and short letter about your experience to Editor, Casper Star-Tribune, PO Box 80, Casper WY 82602.

E & P CLASSIFIEDS
The Industry's Marketplace
(212) 752-7050

PRESSROOM

RAPIDLY EXPANDING newspaper in Zone 5 is seeking an experienced pressperson capable of running top quality color work on a Harris 1650 or Metro press. Possible head pressperson or foreman M/F position for qualified person. Good company benefits and working conditions. Only qualified people need apply. Write Box 31610, Editor & Publisher.

ASSISTANT FOREMAN—Metro offset press. Union. Good possibility of advancement. 5 day, 37 1/2 hour week. Excellent benefits. State experience, references, salary requirement in writing. Business Manager, Sun-Gazette Co., 252 W 4th St, Williamsport PA 17701.

PRESSMAN wanted for full time position at weekly newspaper in Sonoma, California. Must be familiar with Goss Community press. Good salary and benefits in beautiful wine country area. Send resume to Goss Pressman, PO Box C, Sonoma CA 95476.

EXPERIENCED PRESSPERSON wanted for 6-unit Goss Community press. Newspaper and commercial work Georgia. Salary negotiable. Contact Ralph Hammock, (912) 452-0567.

PRODUCTION

PRODUCTION MANAGER—Growth oriented daily newspaper seeks experienced manager to assume full responsibility for production. Work history should include 5 to 10 years offset printing press experience, preferably in the newspaper industry. Position requires individual with good communications and interpersonal skills. Some experience in data processing systems also desirable.

Position available in pleasant Midwestern community near the 4-seasons recreation area. Excellent salary and fringe benefits offered.

Please forward complete resume including salary history in confidence to Box 32134, Editor & Publisher.

COMPOSING ROOM FOREMAN—Excellent opportunity for someone capable of running paste-up and typesetting departments for weekly newspaper group in Zone 1. Experience in ad mark-up and page make-up an absolute necessity. Applicants must be willing to teach and supervise new workers as well as plan work schedules in order to meet deadlines for eight weeklies. Send resume to Box 32059, Editor & Publisher.

PRODUCTION MANAGER for busy weekly newspaper in Las Vegas, Nevada. Must be thoroughly versed in offset production and able to supervise composing room. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

PRODUCTION DIRECTOR

The Eagle, Bryan-College Station, Texas is seeking a highly qualified and motivated individual to assume the position of Production Director for their 20,000 circulation daily. Major responsibilities include overall management and direction of Photo-Center, Plate-Camera, Pressroom and Mailroom, quality control and coordination with other departments of daily operation. Interested applicants should send resume and salary requirements to W. S. Pearson, Publisher The Eagle, P.O. Box 3000, Bryan, Texas 77801.

HELP WANTED

PROMOTION

PROMOTION MANAGER/FEATURE WRITER for 10,400 circulation daily in northwestern Michigan. Need self motivated, organized person to handle all promotions and newspaper-in-education program, plus write features for our twice-weekly summer tabloid. Salary plus liberal benefits. Work and live in the best of both worlds. Write: Sue Hofmeyer, 319 State St, Petoskey MI 49770.

E&P CLASSIFIEDS PRODUCE JOBS FOR NEWSPAPER PEOPLE!

PUBLIC INFORMATION

UNIVERSITY OF IDAHO
Editors-Agricultural Communications
(2 Positions)

Writer/Photographer: Help plan and conduct College of Agriculture information program for print media. Journalism/Communications degree required, plus writing, photography experience. Should have experience writing about technical subjects.

Publications Editor: Responsible for total agricultural publications program—plan, edit, design, supervise production, coordinate distribution of technical, popular and youth publications. Requires degree plus experience as publications editor.

Master's degree preferred for both positions. Twelve month, faculty level appointments providing opportunity to work with research and extension faculty in agriculture, youth and home economics. Salaries competitive and negotiable. Send resume, work samples, list of references by February 29, 1980 to: M. William Stinson, Agricultural Editor, University of Idaho, Moscow ID 83843. An affirmative action/equal opportunity institution.

SALES

NEWSPRINT
Technical Sales/Service

Garden State Paper Company is seeking a technical sales service person who has thorough knowledge of pressroom equipment and newsprint.

Successful candidates should have previous job experience in newspaper and/or newsprint production. Must be self-motivated, able to communicate with sales and production personnel, and willing to travel within the company's marketing area in the Northeast. Excellent company benefits.

Qualified applicants should send resume and salary history to:

John Palmieri
V.P. Sales/Marketing
Garden State Paper Co.
Park 80 Plaza East
Saddle Brook, New Jersey

All inquiries will be kept confidential.

SYNDICATE SALES

ESTABLISHED syndicated features available to feature salespeople as a sideline. Willing to give zone exclusivity and assign existing accounts. Box 32051, Editor & Publisher.

AMBITIOUS, determined sales representative with syndicate experience needed for promising syndicate. Good opportunity to grow. Salary and commission negotiable. Box 32045, Editor & Publisher.

Positions Wanted...

ADMINISTRATIVE

EXPERIENCED, currently employed, young, General Manager seeks a new challenge. Small to metro daily or weekly group publisher or general manager position preferred in Zones 4, 6, or 8. MBA, CPA. Box 32102, Editor & Publisher.

FINANCIAL EXECUTIVE experienced all phases of financial operations newspapers and broadcasting. Seeks management challenge in communications industry. MBA, CPA, Big 8. Box 31961, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWS PAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

GENERAL MANAGEMENT—skilled executive experienced in all phases of group and individual newspaper operations. MBA, 56. BE Wright, 801 1st South Shore Av, Decatur IL 62521.

CONVINCED your business should be doing better but isn't? I have a proven track record with 12 years in daily advertising, local and national; 17 years in daily news, 10 years in circulation promotions, phenomenal turnaround in 10 years operating my own business. No salary, only expenses, till I make a turnaround for you. Minimum 20M daily circulation potential in Zones 4 or 6. Phone (404) 637-6281.

ADVERTISING

AD MANAGER, experienced all phases. TMC, staff training, budgeting, promotion. Agency, chain, shopping center sales. Box 31881, Editor & Publisher.

AVAILABLE AD MANAGER experienced, aggressive, very promotion minded, staff training, motivator, new business, daily or shopper preferred. David Wise, 1647 Yellowgreen, Cincinnati OH. (513) 474-3494.

ADVERTISING MANAGEMENT—Director, classified, retail. Proven sales record, motivation, promotion, budgets, employee screening. ANCAM, Dwight Thomas, 1201 N 64 St, Waco TX 76710. (817) 772-1697, 752-6226.

7 YEARS in display, seek management position with Illinois, Missouri or Iowa daily. Frank Eggen, RR 1, Box 55, Mazon IL 60444. (815) 448-2394.

ARTIST

SEEKING NEW career on daily. Commercial artist for General Motors, Cartoonist for "weeklies" Solid, portfolio. Bob Seymour, 4651 Graford Ln, Stow OH 44224.

CIRCULATION

NORTH DAKOTA circulation manager small daily seeks warmer climate. 30 years experience. Box 31963, Editor & Publisher.

CAN THE FOLLOWING abilities be of value to your circulation department?

- Development and training of personnel.
 - Budget and revenue forecasts.
 - Labor experience in an organized situation.
 - Application of computer technology.
 - Mailroom and distribution schemes.
 - Heavy sales promotion background.
 - Installation of Total Market concept.
- The implementation of a weekly shopper.

Locale not a problem. Will send complete resume upon request. Please reply to Box 32130, Editor & Publisher.

EXPERIENCED Circulation Manager, age 26, seeks to direct staff to assist in medium sized paper, preferably located in Zone 1 or 2. Excellent credentials. Box 32128, Editor & Publisher.

CIRCULATOR—15 years experience. Familiar with ABC, Little Blue Merchant, motor route. Any Zone. (914) 692-5865.

EXPERIENCED circulation manager, 25 years with large Midwest paper, seeks challenging position in Zone 4. Box 32143, Editor & Publisher.

EDITORIAL

SYRACUSE UNIV. Newhouse School grad, 1½ years typesetter-proofreader-feature writer temporary feature editor at weekly paper; 3 years news-feature-sports writer for SU daily, women's sports specialty. Avid sports fan, seeks job as writer for daily in Los Angeles or New York City area. I'm good—Let me show you! Box 31827, Editor & Publisher.

ENTHUSIASTIC award-winning sports writer in Los Angeles area with experience covering pro and college teams would like to relocate family to smaller (college?) town. Excellent references, credentials. Box 31997, Editor & Publisher.

EDITORIAL

YOUNG reporter/editor seeks general assignment reporting position on quality Eastern daily. 2 years daily experience. MA J-degree. Box 31965, Editor & Publisher.

WASHINGTON pinpoint coverage, your Senator, Congressman, local project. Daily, weekly, enterprise, query basis. Box 31973, Editor & Publisher.

AWARD-WINNING reporter with 30,000 circulation AM looking for city hall or courthouse beat on larger paper. Will consider other beats compatible with my 5 years professional experience. Box 32087, Editor & Publisher.

EDITORIAL WRITER—Outstanding writer-editor, highly experienced, informed, impressive work. Real pro to lead or join page. Box 32083, Editor & Publisher.

REPORTER, 30, with 8 years experience in general assignment, government and politics seeks job on regional paper of 50,000 or more. Box 32082, Editor & Publisher.

AWARD-WINNING journalist seeks feature-writing position on magazine or newspaper in California-Nevada area. Experience: 8 years on major daily, 300 articles in national magazines, 7 books. Box 32077, Editor & Publisher.

CAPITOL HILL REPORTER for 270,000 DC-based weekly with recent J-degree seeks daily experience in new location. Solid production skills. Mark Ward, 1225-516 Martha Custis Dr, Alexandria VA 22302.

EDITOR, 58, seeks responsible job on medium or small daily or large weekly. Highest professional standards. Midwest native. Prefers Midwest. Ex-daily managing editor, copy editor, wire service editor. Now in industry. Box 32056, Editor & Publisher.

DEPENDABLE, aggressive 10-year veteran seeking chance to excel. Now editor of small daily. Reporting, editing, VDT experience. Flair for graphics. BSJ, MSJ. Seeking management opportunity, not just salary. Prefer Zones 2, 3 or 4. Box 32062, Editor & Publisher.

NEWS EDITOR of large Southern Illinois weekly seeking position as reporter-photographer on medium daily or bi-weekly. Looking for paper which specializes in local news coverage and design. Degree, two years experience and willing to relocate for competitive salary. Box 32064, Editor & Publisher.

EDITOR of proven ability, leadership in compromised situation. Seeks to re-locate in challenging position with quality and integrity-oriented paper. Top references. Box 32071, Editor & Publisher.

TOP FLIGHT working newsmen, 10 years metro, after key writing post, major paper; teaching job, journalism. PO Box 441, Niles OH 44446.

EDITOR AND WRITER with 27 years in newspaper business. Tired of the metropolis. Interested in a smaller city with a moderate climate and reasonable housing costs. Box 32214, Editor & Publisher.

ENTERTAINMENT and feature writer seeks daily newspaper position. Five years experience in above as well as general assignment and political reporting. Masters degree in journalism. Box 32213, Editor & Publisher.

COLUMNIST—Loves people, their hopes, joys, annoyances. Beautiful touch. Box 32202, Editor & Publisher.

PRO with 30-years plus experience in all phases of newspaper work, seeking management level job in Northwest or Rocky Mountain region. Would consider working partnership. Wife also available. Box 32198, Editor & Publisher.

MUSIC EDUCATION magazine editor who is published composer, 31, seeks Zone 2 magazine editor spot or position with music publication. Formerly a successful freelance writer/photographer, I am experienced in all production areas. Strong on creativity and commercial artist point of view. Box 32197, Editor & Publisher.

EDITORIAL

SCIENCE EDITOR seeks job in Midwest. Medicine, chemistry specialist. Daily newspaper, wire service, magazine, book, preexperience. Now senior level in industry. Box 32194, Editor & Publisher.

I'VE PAID MY DUES at small newspapers. Talented, versatile reporter with 2½ years experience seeks reporting or entry level editing job at mid-size or metro paper. Prefer Zone 2. Box 32192, Editor & Publisher.

WRITER, PHOTOGRAPHER—Now part-time, looking for full-time position. Weekly, daily, or what-have-you. Zone 3 or 8. Some capital to invest. Box 32191, Editor & Publisher.

COPY EDITOR who wants more of a challenge seeks a supervisory position on a medium-sized daily newspaper. 10 years solid newspaper background plus year of administrative experience. Prefer Zone 1 but will consider all offers. Box 32190, Editor & Publisher.

INDIANA journalism professor seeks summer position, mid-May to early July. Six years reporting, desk experience. Box 32184, Editor & Publisher.

WRITER/EDITOR, 32, seeks challenging magazine position. Former managing editor of weekly feature paper, freelance feature writer, book author. Wendy Graham, RD 3 Box 92AB, Great Barrington MA 01230.

EXPERIENCED reporter, now second-in-charge, seeks challenging newsroom leadership role. Will relocate. Now available. Box 32175, Editor & Publisher.

EXPERIENCED, quality-minded editor seeking news-oriented paper. Take-charge individual with flair for makeup and headline writing. Have hired, trained and motivated staff of 13. Experienced in VDT system and wire procedures. Wanting challenge. Box 32163, Editor & Publisher.

EUROPEAN ASSIGNMENT in news or PR sought by managing editor of twice-weekly paper. Daily, freelance experience; versatile writer. Photographer. Box 32156, Editor & Publisher.

COPY EDITOR/WRITER with 5 years experience seeks position in Houston. Strong in grammar, rewriting. Much newspaper layout experience. Photography experience. Interested in magazine, newspaper, or other publication. Age 29. Call collect (806) 779-2087.

YOUNG (27) yet experienced (3 years) versatile reporter (city hall, entertainment, education, sports) seeks position on paper with integrity. Box 32139, Editor & Publisher.

SPORTS EDITOR, veteran 7 years, seeks move to similar position in Zone 5 or 7. Layout, writing, camera experience. Popular column and concentration on local sports. VDT experience. Contact: D. Holton, 411 Euclid, Cherokee IA 51012. (712) 225-5270.

EDITORIAL

ACCURATE, IMAGINATIVE managing editor seeks new challenge as editor or managing editor for small to medium daily in Sunbelt. Experienced, conscientious, winner of top writing awards. Box 32168, Editor & Publisher.

HEY GMS, does your small daily need a facelift? Does it need direction? Do you need a managing editor who can squeeze excellence out of a tight budget and make your paper a strong force in your community? I am a young family man with the experience (5 years + VDT) and desire to make your paper one of the best, small dailies in the country. Prefer Zones 1, 2, 3. Call (315) 496-2388 or write Box 32166, Editor & Publisher.

FREELANCE

MOSCOW OLYMPICS OR BUST! I am heading there in a Volkswagen camper. Will send you a 1000-word weekly column about my adventures. Exclusive in your area if desired. Solid newsroom experience. Modest fee. Leaving June 1. Joe Felmet, 1831 W First St, Winston-Salem NC 27104. (919) 722-4555.

EXPERIENCED staff tennis writer for large New York metropolitan paper plans on being at Wimbledon. Am available for freelance work. Daily stories, features, magazine work. Reasonable rate. Resume and clips on request. Box 32185, Editor & Publisher.

PHOTOJOURNALISM

WILLING AND ABLE—Photojournalism grad and L.A. Times intern, seeks a position on a photo-conscious newspaper. Contact David Meissner, 8391 Lake Ashwood Av, San Diego CA 92199. (714) 469-7781.

DIVERSIFIED PHOTOGRAPHER, age 28, seeks more than just a paycheck. Freelance photojournalist (national/international) for 7 years. Now in temporary position at Los Angeles Times; looking for Career position with wide potential. Excellent references, clips. Geoff Payne, 620 The Village #116, Redondo Beach CA 90277. (213) 379-8078 or (213) 923-9711.

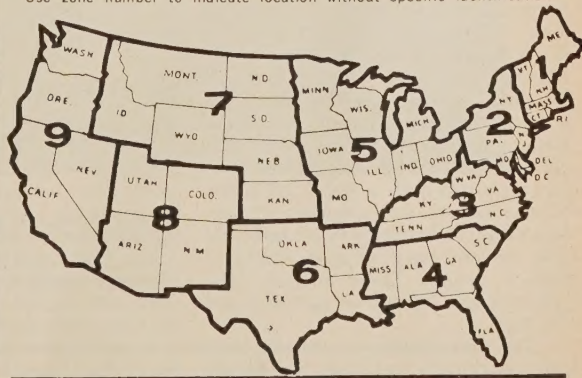
PHOTOJOURNALIST—Experience with medium daily. Hard working and ambitious. Anxious to relocate. Recommendations upon request. (702) 739-9255.

PRODUCTION

PRESSROOM FOREMAN: Proven ability with strong leadership qualities. Highly skilled in all phases of offset newspaper production (Multi-unit Goss Metro and Urbanite operation). Young, energetic, hard-working, honest, quality-conscious, innovative and very strong on preventative press maintenance. Seeking challenging position and pressroom foreman or press superintendent. Box 32057, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Accuracy in news reporting

Although errors and inaccuracies in newspaper stories have been with us for a long time, it seems that editors are more conscious about them today and trying harder to do something about them.

Inaccuracies are caused by any one or a combination of influences. Some times it is the crisis involved, a predisposition of a reporter, an inaccurate source, and sometimes the editor in the editing process.

Would you believe that researchers agree about 50% of all news stories contain some type of error?

Michael Singletary, an associate professor and the chairman of the Communications/Journalism Department of Shippensburg State College has reviewed the literature on this subject in a research report for the ANPA News Research Center.

Studies vary on the subject, according to Singletary, and whereas one researcher found the personal interview by a reporter produced the most accurate stories, another researcher found the personal interview to be the least accurate.

"On the average," one survey showed, newspaper editors "seemed to have a realistic view of the frequency and type of errors and were more concerned with so-called 'subjective' than 'objective' errors. Nearly 70% said they had never terminated the employment of a person for objective errors; only 48% had never fired a person for subjective errors. The editors felt they only infrequently introduced errors by their own editing practices or headline writing."

Writing style and competitive pressures were also cited as contributory factors.

The report cannot be reproduced in full here. Copies with a detailed bibliography can be obtained from ANPA. Singletary's summary of the 37 studies he reviewed and analyzed says:

"In the eyes of some, inaccuracy in news copy is 'the cardinal journalistic sin.' Editors probably see inaccuracy as evidence of carelessness or ignorance. But there is some question about the point at which errors begin to bother the reader. One study has found that news copy had to be 'extremely deviant' before the errors made a significant difference to readers. But a number of news organizations, fearing loss of credibility with readers, have initiated actions to reduce errors. These include ombudsmen and bureaus of accuracy and fair play.

"The first attempt to quantify journalist inaccuracy was made by Mitchell

Charnley in 1936. Numerous researchers since then have confirmed that about half of all straight news stories contain some type of error. The error rate may be better, however, when all editorial copy, including society, obituary, sports and business stories, is considered. Weekly newspapers seem to have a higher accuracy rate, possibly because of fewer deadlines or less controversial copy.

"Although the results are not clear, certain patterns tend to emerge when accuracy is considered as a function of anticipated versus unanticipated news, or subjective versus objective news. One researcher showed accuracy could also be related to whether the news was 'good news' or 'bad news.' Stories originating with press releases generally had the highest accuracy.

"Lack of contact between a reporter and his source increased the likelihood of serious subjective error, according to some researchers. But others have found the best accuracy with the least reporter involvement. Reporters and sources tended to agree that too often the reporter has too little time and too little background information to do an accurate story. Reporters also felt that the editorial desks also contributed somewhat to the accuracy problem.

"National surveys have revealed that most Americans have perceived a difference between an event they witnessed and the published account of the event. A number of polls have found newspapers' accuracy rated below radio, television and news magazines.

"A large number of psychological phenomena are believed to contribute to accuracy. They include: authoritarianism, dogmatism, or open-mindedness; neuroticism; co-orientation; source-message orientation; cognitive stress and newsmen's fantasies.

"Finally, inaccuracies were also attributed to editors, sources of information, writing styles, competitive pressures, the normal imprecision of language and headlines."

Savannah News buys 29 editing VDTs

Titus Communications announced recently that it has signed an order with the Savannah (Ga.) News for 29 Titus 1500/Z editing terminals.

The 1500/Z will be connected to their currently installed Harris 2500 system. This is the second such order from Morris Communications Corp., who previously installed 34 Titus VDT's at the Augusta (Ga.) Chronicle-Herald.

Judge moves jury selection site

Jury selection for the John Wayne Gacy, Jr. trial got underway January 28 in Rockford, Ill.

Jury selection for the accused mass murderer was moved 85 miles away to Rockford after Judge Louis B. Garippo accepted defense arguments citing heavy pre-trial publicity in Chicago.

Included was a study that indicated less newspaper coverage of the case had been afforded in Rockford than in several other possible jury selection locations.

Donald F. Brod, who teaches press law at Northern Illinois University, De Kalb, Ill. and is chairman of the journalism department, believes that the Gacy case could become a classic confrontation between reporters and attorneys.

Past Week's Range of Stock Prices

NEWSPAPERS	One Year	
	1/30	1/23
Affiliated Publications (AMEX)	30 1/2	29 18
Blue Chips Stamps (OTC)	23 1/2	23 17
Capital Cities Comm (NYSE)	47	47 56 1/4
Cowles Comm (NYSE)	22 1/2	23 16 1/8
Dow Jones (NYSE)	48 1/4	44 33
Early Calif Industries (OTC)	7 3/4	8 N/A
Gannett (NYSE)	46 1/4	46 35 1/4
Gray Comm (OTC)	48	49 12 1/2
Harte-Hanks (NYSE)	26 1/2	27 32 1/4
Jefferson Pilot (NYSE)	29 1/2	29 28 1/4
Knight-Ridder (NYSE)	24 1/2	25 36 1/2
(a) Lee Enterprise (NYSE)	21 1/2	22 24 1/4
Media General (AMEX)	27 1/4	28 14 1/4
Media Investment (OTC)	54	54 N/A
Multimedia (OTC)	32 1/4	33 25 1/2
New York Times (AMEX)	22 1/4	22 17
Panax (OTC)	6 1/2	6 1/2
(b) Post Corp. (Wrs) (AMEX)	19 1/2	19 24
Quebecor (AMEX)	11 1/2	11 7 1/2
Stauffer Communications (OTC)	27 1/4	27 1/4
Thomson Newspapers (CE)	13 1/4	13 12
Times Inc (NYSE)	50 1/2	49 35 1/2
Times Mirror (NYSE)	39 1/4	39 23 1/2
Torstar (CE)	13 1/2	13 N/A
Torstar (CE)	23 1/4	23 13
(c) Washington Post (AMEX)	20 1/2	20 13 1/8

(a) Stock split 3 for 2, effective 10/31/78
(b) Stock split 2 for 1, effective 11/30/78
(c) Stock split 2 for 1, effective 12/27/78

SUPPLIERS		20%	
		23 1/2	20 1/4
Abitibi (CE)	23 1/2	20 1/4	10 1/4
Allied Chemical (NYSE)	56 1/2	53	N/A
Altair (OTC)	4 1/2	4 1/2	2 1/2
AM Intl (NYSE)	18 1/4	18 1/4	14 1/4
Boise Cascade (NYSE)	37 1/2	37 1/2	33 1/4
CompuGraphic (NYSE)	29 1/2	30 1/2	29 1/4
Consol. Bath (Mont)	16 1/4	16 1/4	12 1/4
Crown Zellerbach (NYSE)	46 1/4	47 1/2	32
Digital Equipment (NYSE)	72 1/2	66	44
Domtar (AMEX)	25 1/4	24 1/4	14
Dow Chemical (NYSE)	34 1/4	34 1/4	25 1/2
Eastman Kodak (NYSE)	49 1/4	48 1/2	50
Georgia Pacific (NYSE)	29 1/4	29 1/4	25 1/4
Grace, W.R. (NYSE)	40	42	26 1/2
Great Lake Forest (CE)	64	53	N/A
Great No. Nekosia (NYSE)	35	35 1/2	26
Harris Corp (NYSE)	37 1/4	36 1/4	40 1/2
Hunt Chem (NYSE)	12 1/2	11 1/2	11 1/4
International Paper (NYSE)	39 1/4	40 1/2	39 1/2
Itek Corp (NYSE)	32 1/2	31 1/2	16 1/2
Kimberly Clark (NYSE)	43 1/4	43 1/4	39 1/2
LogElectronics (OTC)	14 1/2	14 1/2	8 1/4
Logicon (AMEX)	21 1/4	19 1/4	11 1/4
MacMillan Bloedel (CE)	29 1/4	28 1/2	16 1/2
Minnesota Min. & Mfg. (NYSE)	49 1/4	47 1/2	46 1/2
Raytheon (NYSE)	80	76 1/2	N/A
Rockwell Intl (NYSE)	55 1/2	57 1/4	28
St. Regis (NYSE)	32 1/4	32 1/4	30
Southwest Forest Ind. (NYSE)	17 1/2	18	9 1/4
Sun Chemical (NYSE)	32	30 1/2	18 1/2
Visual Graphics Corp. (AMEX)	5 1/2	5 1/2	N/A
Volt Info. (OTC)	33 1/2	30 1/4	N/A

New on-line inserter takes all the stuff the Courier-News can give it.

The Harris NP-624, operating on-line at press speeds, provides a new source of income to Gannett's Courier-News, a 60,000 circulation daily in Bridgewater, N.J.

The compact NP-624 has six hoppers and 24 pockets, arranged in a circle, plus collector ring delivery, and

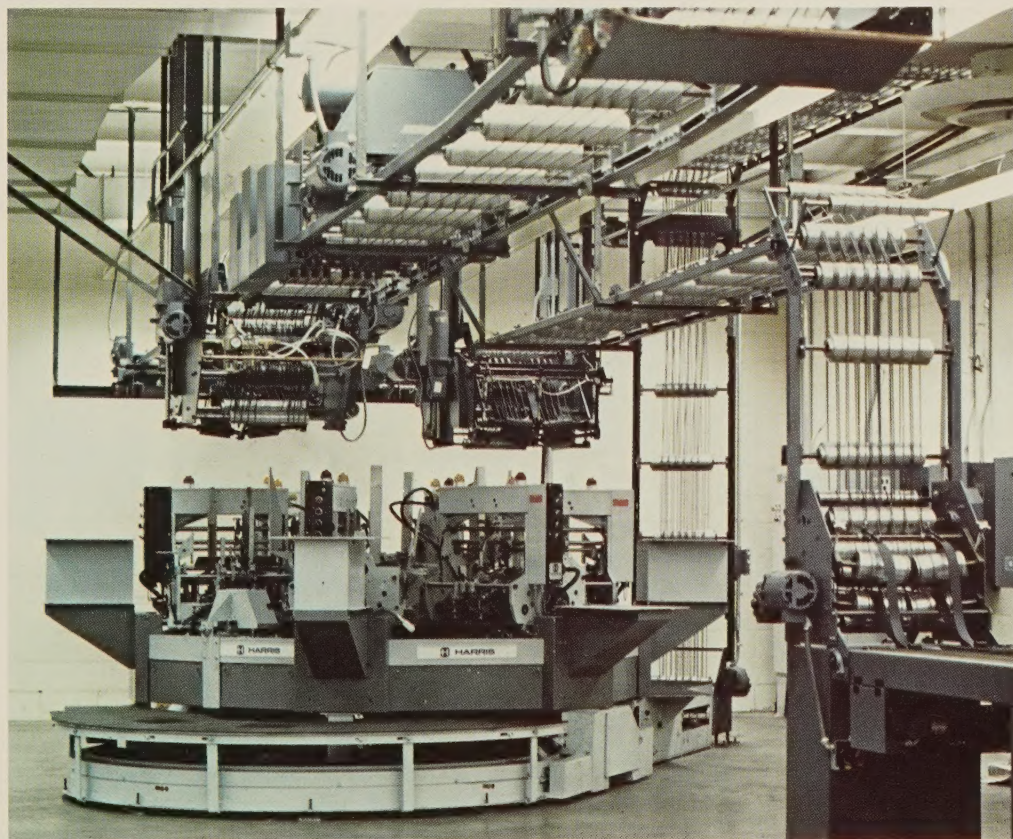
special electronic on-line control.

With dual delivery, it can handle two inserts per jacket for daily inserting at speeds up to 32,000 per hour. And in 10 minutes, it can be converted to handle five inserts per jacket at 16,000 per hour.

Harris offers stuffing

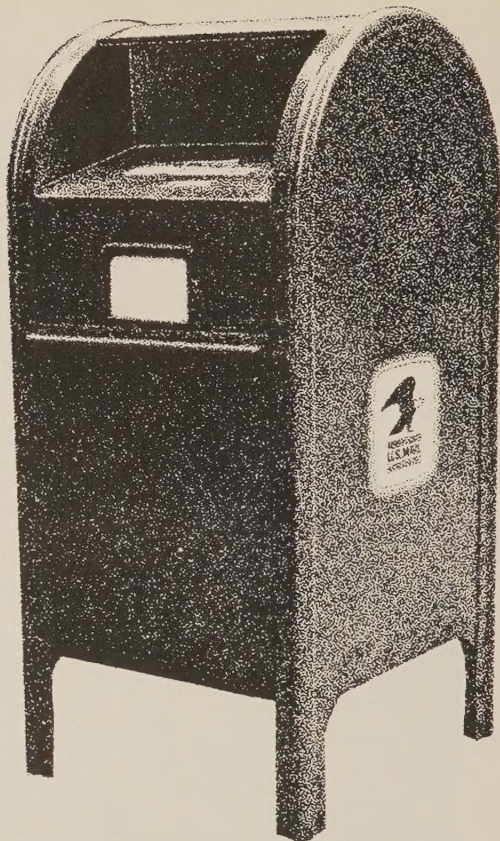
machines for all size newspaper plants. And they're priced so you can profit from the ever-growing trend to pre-prints, supplements and inserts.

For more information, write Harris Corporation, Bindery Systems Division, Champlain, N.Y. 12919.



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up for grabs,
you have until
Feb. 15 to claim
some of it**



Does The Scripps-Howard Foundation have your entry in the Edward J. Meeman Conservation Awards? If not, there is still time for you to enter. The postmark deadline is Feb. 15.

The Meeman Awards are meant to encourage newspapermen and women to help educate the public and public officials to a better understanding and support of conservation through their newspaper writing.

Prizes – for work published in a newspaper in 1979 – will total \$8,500.

There will be one grand prize of \$2,500 and plaque. Other prizes will be divided into two categories, and awarded to reporters on papers with more than 100,000 circulation, and to reporters on papers with less than 100,000

circulation. There will be two prizes in each category – one of \$2,000 and one of \$1,000. Overall, a total of five prizes will be awarded.

Nomination of candidates for an award, with examples of work mounted in some manner, should be sent to Meeman Awards, The Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017. A sponsoring letter must accompany each entry, and entries become property of The Scripps-Howard Foundation. No entry blank is required.

Grand prize winner in the 1978 Meeman Awards, named for the late editor of the Memphis Press-Scimitar and conservation editor of Scripps-Howard Newspapers, was John Hayes, The Oregon Statesman.

**Scripps-Howard
Foundation**

200 Park Avenue, New York, N.Y. 10017

